

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

Disks Eye Oscar Awards For New Golden Sales

By MIKE GROSS

NEW YORK — With the Academy Award ceremonies only a week away (April 13), the record companies are again stirring to the motion picture beat. In the past few years the Oscar season has raised disk company hopes for gold record crops and, in the past two seasons, Columbia has walked away with the Oscar tie-up by scoring with Andy Williams' albums of "Moon River" and "Days of Wine and Roses." Both LP's received gold record awards.

With Broadway ablaze on the disk scene and new original Broadway cast albums moving into best selling position on the charts with an impact unmatched since the days of "My Fair Lady," the labels are again looking to Hollywood sound-track sources in hopes that new impetus for the record market can again be added in that direction. They're banking on the Academy Awards hoopla to build new consumer interest.

Columbia's "Lady" Columbia Records, which will release the soundtrack album of "My Fair Lady" in the fall, is already gearing for next season's Oscar tie-ins. This week it released two soundtrack scores, "The Fall of the Roman Empire" and the track from the documentary "Point of Order." Goddard Lieberson, president of Columbia Records, also signed

a pact this week with Samuel Goldwyn Jr. to release the score of "The Young Lovers." The score for the film, which stars Peter Fonda, Sharon Hugueny and Nick Adams, was written by Sol Kaplan. Incidentally, it was only a few months ago that Lieberman presented Samuel Goldwyn Sr. with a gold record for the soundtrack of "Porgy and Bess."

Another new Columbia LP from the films is the "New Christy Minstrels' "Today," which features tunes from the

MGM pic "Advance to the Rear." Also in the Columbia orbit is "Lilies of the Field," which is being released on Epic Records, Columbia's subsidiary label. "Lilies of the Field," incidentally, is an Academy Award contender in the "Best Picture" category this year.

Victor Riding RCA Victor, currently riding the charts with Henry Mancini's "Charade," is now ready to roll and has been working on finalizing this package for about a year. Key executives in blueprinting overseas tours for RCA Victor talent have been Durio Soria, vice-president, international liaison department, and R. L. Broderick, international merchandising manager. They have maintained close contact with Steve Sholes, division vice-president, pop a.&r. and Ben Rosner, manager, pop a.&r. in plotting the potential of artists' disk sales around the world.

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RCA Victor's Overseas P.A. Drive

NEW YORK—The technique of using personal appearances to promote an artist's record sales on an international level is now being developed intensively by RCA Victor. From the standpoint of the label, that is the raison d'être behind the Central European tour of Chet Atkins, Jim Reeves, Anita Kerr, and Bobby Bare, all of whom embarked via Lufthansa Thursday (2) on a 12-city tour of Europe. Another notable aspect of the tour is that it showcases Nashville as a talent and music center of international importance—with regard to pop as well as country music.

Although the tour is being promoted by European impresario Karl Buchmann, it is no secret that RCA Victor has done a lot of planning behind the scenes and has been working on finalizing this package for about a year. Key executives in blueprinting overseas tours for RCA Victor talent have been Durio Soria, vice-president, international liaison department, and R. L. Broderick, international merchandising manager. They have maintained close contact with Steve Sholes, division vice-president, pop a.&r. and Ben Rosner, manager, pop a.&r. in plotting the potential of artists' disk sales around the world.

Victors to Europe

In the past 18-24 months, an

GERMAN TREND

LP's Getting Upper Hand in Disk Mart

By OMER ANDERSON

COLOGNE—A radical switch in West German disk production will heavily influence the 1964 production programs at all major diskeries.

Most of the diskeries are preparing a tactical withdrawal from extensive singles production to concentrate on the booming LP field. Study of 1963 sales statistics shows that anything the single did last year, the LP did better.

Most diskeries seem to feel, with Electrola and Ariola Euro-

Radio-TV Execs Meet in Chicago

By GILL FAGGEN

CHICAGO—The 42d Annual Convention of the National Association of Broadcasters is in full swing today with more than 3,000 radio and television executives from the United States and foreign countries in attendance.

The four-day conflag, the largest in NAB history, will be highlighted by speeches by NAB president LeRoy Collins, FCC chairman E. William Henry, Chairman Oren Harris (D. Ark.) of the House Commerce Committee, and Evangelist Billy Graham.

In addition to the record-breaking attendance, this year's convention establishes another record, it will be the first time the record industry has been invited to take part officially, and the first time a discussion of record industry problems vis-a-vis radio programming will be a part of the agenda.

The Radio Assembly—9:30 a.m. to 12 noon—in the Grand Ballroom of the Conrad Hilton will spotlight Henry Briss of the Record Industry Association of America and a discussion on "Radio and Records

—A Concert in Sound." Brief sessions will demonstrate to the broadcasters how to use records to increase audiences and attract advertisers. The 30-minute RIAA audio-visual presentation will show how the factors that influence the public's purchase of records are the same that influences its taste in record.

(Continued on page 12)

Haverlin, Cole ETC. SCRAMBLE FOR RADIO KRLL

WASHINGTON—Carl Haverlin, former president of BMI; Bob Hope, Goodson-Todman, Art Linkletter, and Horace Heidt were among the big entertainment names applying for ownership of KRLL, Pasadena, Calif., at the Federal Communications Commission's deadline last week (March 31).

After music industry notables reported seeking the frequency were Nat King Cole and James

(Continued on page 6)

increasing number of Victor artists have made the European scene, and have reaped heavy rewards in disk sales—apart from whatever income derives from live appearances. Notable Victor acts who have been tilling this international field in this way include Paul Anka, Neil Sedaka, Al Hirt, Peggy March, Henry Mancini and Delia Reese.

More RCA Victor acts are being scheduled for overseas tours. Miriam Makeba, for instance, will be overseas in May. Her schedule will include appearances at the Olympia, Paris, on May 13 and 14.

The philosophy of Victor is that it has a very large stake in the overseas record business; that it has the greatest inter-

national artist currently in Elvis Presley; and that there is a direct and profitable correlation between sales and appearances. The evidence has been building. Paul Anka's record of "Ognia Volta," for instance, sold 750,000 copies in Italy alone. Jim Reeves' single, "Welcome to My World," from an LP, did 450,000 in England; Reeves' "I Love You Because" racked up

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C.W. MUSIC APPLAUDS DEAN SHOW RENEWAL

NEW YORK—Jimmy Dean's country music show has been renewed for the next fall season on ABC-TV.

The renewal is of vital interest to the entire world of country music—all segments of which regard the program as the outstanding TV showcase for country acts. C.W. talent, publishers, writers, deejays who program c.d.w., and the Country Music Association have all been planning for the renewal of the show.

During the program's current season, Jimmy Dean gradually increased the show's use of country artists and country music. This resulted in a dramatic upsurge of mail—in recent weeks the mail has averaged 2,000 letters.

The program will be presented Thursdays, 10-11 p.m. The show's executive producer is Bob Banner. Producer and associate producer respectively are Julio Benedetto and Tom Egan.

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RECORD PREVIEW DEBUT: WILL BOOST LP SALES

The first issue of the new pocket-sized LP magazine for the consumer, titled Record Preview, closed this week. The 32-page edition, in full color throughout, is published by Billboard and is now being offered for bulk purchase by dealers, rack jobbers and one-stops through appointed record distributors in most parts of the country.

A guaranteed minimum distribution of 200,000 copies is planned for each addition.

Four editions of Record Preview are planned for the remainder of 1964. The first edition will be dated May, to be followed by a June issue (out May 15), the October issue (out September 14), and a special Christmas edition to be dated December, and issued November.

To date, bulk orders have been received from more than 100 record dealers in all parts of the U.S., in Canada and as far off as Great Britain. Other parts of the world will be covered through purchase by U. S. Navy Exchange.

Most dealers are ordering Record Preview with their own store imprints on both the front cover and bound-in order form, and thus strengthen the board between the retailers and their customers.

Dealer plans call for distributing each edition of Record Preview in one or more of several ways: (1) By mail to their customer or charge-account lists; (2) as stuffers, with purchases made in the store; (3) to offer it free, or sell it, to customers who come into the

(Continued on page 8)

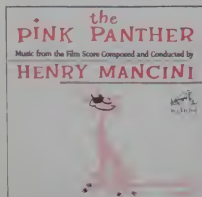
What are the TOP-SELLING STATIONS in Pittsburgh, Miami and Oklahoma City?

MANCINI SCORES AGAIN!

WITH HIS LATEST FILM SCORE!

This time the score abounds with feline fun and joyous Mancini melody. A romping package that includes tunes like "It Had Better Be Tonight," "The Pink Panther Theme," "Something for Sellers," "The Tiber Twist" and "Cham-pagne and Quail." So, stock the "Panther" as fast as you can! It's a cat of a different color!

LPM/LSP-2795



RCA VICTOR



The most trusted name in sound



THE FAIREST LADY

Ninth Transatlantic
For a Major Musical

NEW YORK—"My Fair Lady," the Alan Jay Lerner-Frank Loesser musical, is going into its ninth foreign language treatment on records. The latest original cast album is in Hebrew and will be released in Israel by CBS Records.

The musicalization of George Bernard Shaw's "Pygmalion" has been produced in virtually every area of the world and is currently available on the CBS label in Spanish as well as in Italian. In Brazil, Discos CBS has also recorded "My Fair Lady" in Portuguese. An album of the Japanese version of the show may eventually be brought

out by CBS but it's not yet been set.

Among the other foreign language entries are the original cast album of the Berlin production in German by Philips and an album of the Hamburg production, also in German, on the Ariola label; a Dutch version on Philips; a Danish treatment on Polygram; and a Swedish language treatment, also on Philips.

Columbia First
Columbia Records original Broadway cast version has already sold over 5,000,000 LP's. Included in these sales figures is the stereo re-recording made in London three years after the monaural LP was released in 1956. Both albums were produced by Goddard Lieberson, president of Columbia Records.

The new Hebrew recording of the musical was produced in Tel Aviv by Elotte Stratta, manager of International Artists and Repertoire and Creative Services for Columbia Records International. Stratta also produced the Italian original cast album of the show in 1956.

New Mapping
In addition to the foreign original cast albums, Columbia is now mapping out plans for foreign language versions of the sound track of the Warner Bros. pic starring Rex Harrison, Audrey Hepburn and Stanley Holloway. Foreign language versions of the sound track in French, Italian, Spanish and German will be released overseas on the CBS label.

Everest tops
Fontana Lynne
Single Sales

HOLLYWOOD—Everest Records has granted an order to show cause and a temporary restraining order against Mercury Records, restraining Mercury's sales promotion, from releasing and selling the Gloria Lynne single, "Be Anything But Be Mine." Hearing was set for April 13.

Everest contended that its contract with Miss Lynne is still valid. The artist had filed a suit against Everest in New York in December, claiming that her pact was breached by Everest. A month ago, Mercury's Smash label announced it had concluded an arrangement for Miss Lynne's material through an independent producing firm, Fontana, the Columbia sister label, issued the Gloria Lynne single in question.

Last week's court action here was the aftermath of a preliminary injunction granted Everest against Mercury Productions during the previous week. Mercury sought to block this, contending lack of jurisdiction by the California court over that firm. The filing technically was squared away with Everest gaining a restraining order and order

(Continued on page 8)

GLASER CLAIMS
LOUIS LP SOON

NEW YORK—Joe Glaser, head of Associated Booking Corporation, last week scotched the report that he did not want Louis Armstrong, whom he handles, to follow his "Daddy" single smash with an album.

"Not true," states Glaser. "I want Louis to do the single because I wanted to prove a point, namely, that Louis could come up with a smash single if he had the right material. Nobody wanted to cut him, so I did. So Jack Lee (of E. H. Morris) and I talked to Dave Kapp, and we got the single. Kapp is to be commended. He helped us prove our point."

Glaser expressed the belief that an Armstrong album follow-up would be released within one month.

Teen-Agers' Rocky
Easter Rock & Roll Spree

NEW YORK—The teenage record fans in the metropolitan area divided their affections and their allowances about evenly between WINS and WMCA during the Easter holiday rock and roll spree. It was estimated at press time that WINS' Saturday Kaufman show at the Brooklyn Fox and WMCA's "Good Guys" show at the New York Paramount would draw

about \$180,000 each for the 10-day run.

The Apollo Theater in Harlem also had a special rock and roll show going for it during the past holiday week and the management, which refused to release any figures, reported that business was "very good." The only casualty in the rock and roll overload was Clay Cole's "Big Beat on Broadway."

Red Foley to Emcee
NARM Award Show

NEW YORK—Red Foley, country and western star and Decca Records artist, will be the master of ceremonies for the 1963 NARM Awards Banquet, which will be held at the Waldorf-Astoria NARM Convention, to be held at the Eden Roc Hotel, Miami Beach, beginning April 19. Foley will present plaques to artists and record companies who will be honored by NARM for the best selling artists and product during 1963 in record manufacturers' outlets. Winners are not announced until the evening of the banquet, April 22, in the Eden Roc's Cafe Pompidou.

In addition to Foley, record company artists who will perform include Epic Records' Bobby Vinton, RCA Victor's John Gary and Warner Bros. Barbara McNair.

The 1964 convention opens Sunday at 2 p.m. with the Presidential welcoming cocktail party. The preceding hours of 9 to 6 p.m. will be occupied by business activities. Starting at 8 a.m. breakfast on Monday and Tuesday (20 and 21), general business sessions will run from 9 a.m. until luncheon. Luncheon sessions will be followed by Visitation Hours, during which rack jobbers will visit the record manufacturers in their display rooms. Visitation hours will also take place Wednesday (22) morning and afternoon.

During the evenings, registration.

(Continued on page 2)

Farr Takes
Extra Col.
Sales Duties

NEW YORK—William Farr, director of merchandising for Columbia Records Sales Corporation, has taken on new responsibilities within the organization. The Farr assignment comes on the heels of a reshuffling at CRSC last week that brought in Gene Weiss as general manager of CRSC and shifted Maurice Hoffman to sales manager of the Northeastern region.

In his new assignment, Farr will report to Bill Gallagher, vice-president in charge of marketing. He'll have the responsibility for developing and implementing training programs for the field sales force. In addition, he will continue to be responsible for creating and developing merchandising programs, materials and communications to increase sales of Columbia product. Farr will also continue to work with the Creative Services Department in the creation of advertising concepts to be used in trade publications.

Searchers Came,
Saw & Sullivan

NEW YORK—The Searchers, British recording group of the Liverpool sound genre, wound up a five-day stay in the United States Monday (10), which was highlighted by an appearance on the "Ed Sullivan Show" the previous night.

Kapp Records will soon release the first album by the group to get U. S. distribution. It's "Meet the Searchers. Needles and Pins."

Kapp recently released a single by the group, "Ain't That Just Like Me."

This was offered as a hard ticket, \$3.90 top without a movie, yet, and folded a few days after its Thursday (26) opening. The Cole show featured Birdie Green, Del Satins, Linda Scott the Koaches, the Detours and the Lloyd Price act, conducted by Slide Hampton. The show, which played at the Ambassador Theater got off on the wrong foot from the start with the non-appearance of Freddy Cannon, April Stevens and Nino Tempo. The management didn't mention how much of a licking it took but it did say that many problems arose to cause its fold and among them were hassles with the unions.

Kaufman Show
Kaufman's show featured Chuck Kaufman, Ben E. King. (Continued on page 8)

CMA PLANS
APRIL SHOW
FOR DETROIT

NEW YORK—The Country Music Association is finalizing plans for its Detroit show, which will be presented in the Motor City on Sunday (17) to some 450 top executives connected with the auto industry, as well as ad agency execs, etc. Jo Allison, who wrote and produced CMA's last year's show in New York broadcasting and agency execs, will again write and produce. Allison's New York show was considered a model in that it spilled out as a impact of country music as a vital force in American entertainment and as a major sales tool.

The show will be presented at the Ad Craft Club of Detroit. A bevy of top country music acts are now being set. These include Tex Ritter, CMA president; Sue Thompson, Roy Clark and an orchestra being organized by Harold Brackbill. At least one more top act will be set.

Roy Horton, CMA board member, is co-ordinating the activities in connection with the presentation of the show.

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& FEATURES

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Steve Sholes Adds
Rene to RCA & R.

NEW YORK—Steve Sholes, division vice-president of pop artists and repertoire at RCA Victor, has rounded out his staff with the appointment of Joe Rene. The Rene appointment comes on the heels of the existing of producers Hugo and Luigi from the Victor team after a tenure of a little more than five years.

Victor's a.&r. staff, in addition to Rene, who will report

directly to Ben Rosner, manager of pop a.&r., now includes Jack Somers, director at RCA Victor, and repertoire at RCA Victor, and repertoire at RCA Victor, and repertoire at RCA Victor.

Sholes said that the appointment of Rene implements his plan for a united recording operation with both singles and album producers in New York, Nashville and Hollywood. "Publishers," he said, "will be told that a &r. producer is responsible for the recording of a particular artist." As for independent production deals, he added, "I will review them all." For the most part, however, he said, "our a.&r. staff will be depended upon to come up with the talent, material and record radio and that are in keeping with today's market demands."

Rene has been a free-lance arranger and producer for many independent labels.

Coral Begins
Instrumental
Disk Program

NEW YORK—Riding on the heels of instrumental breakthroughs by Robert Maxwell ("Shangri-La") and Sammy Kaye ("Carade"), Coral has initiated a dealer program on their instrumental artists.

Highlighted by the release of 10 new instrumental LP's, the program also encompasses each of the artist's entire Decca and Coral catalog, for a total of 106 pop instrumental sets.

The program, which includes such artists as Carmen Cavallaro, George Foyler, Bobby Gordon, Earl Grant, Ethel Smith, Robert Maxwell and Pete Fountain, will run through April 30.

BILLBOARD AT
NAB CHI MEET

CHICAGO—Billboard is covering the National Association of Broadcasters Convention in Chicago for its more than 2,000 radio and TV subscribers here and abroad.

Representing Billboard are Lee Shio, editor in chief, Gil Faggen, radio TV editor, Nick Birk, Midwest editor and Pete Heine, sales manager. Billboard is headquartered in Suite 723 at the Conrad Hilton.

Buyers & Sellers
Classified Mart... 87

THE TOWERING HIT OF 1964!



NOW FOR THE FIRST TIME..."MANHATTAN TOWER"
RECORDED IN STEREO!

NOW FOR THE FIRST TIME...GORDON JENKINS' BRILLIANT
SEQUEL TO "MANHATTAN TOWER" — "THE MAN
WHO LOVES MANHATTAN" — PERFORMED BY
JENKINS AND ROBERT GOULET!

**NOW STOCK THIS ENTERTAINMENT BLOCKBUSTER...A TIMELY,
SALES-SLANTED SALUTE TO THE WORLD'S FAIR CITY.**

ON COLUMBIA RECORDS

RCA Victor's Overseas Personal-Appearance Drive

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sales of 300,000 in England. Bobby Bare, it is known, will shortly release two silver disks in Norway, testifying to his "big" in "Detroit" and "500 Miles From Home."

Sales Behind Tours

The aforementioned sales results have, therefore, entered in the thinking behind RCA's move. The present one, of course, is a first in that it entails not one artist but four—all of them key RCA acts.

Suria currently is in the Far East. It is known that he is giving top priority to a study of the Far Eastern market, notably Japan, and it is expected that RCA's Victor artists will be scheduled to tour there.

A key RCA Victor executive pointed out that RCA's overseas record market is so extensive that some Victor artists now realize 50 per cent—and sometimes more—of their record income from such overseas activity.

An interesting aspect of the Atkins-Reeves-Kerr-Bare tour is the fact that most of the ap-

pearances will be in opera houses and concert halls, rather than at Army halls—although there will be several of the latter. The schedule calls for one performance a day generally, but in several instances there will be two. The dates and locations are as follows: Hamburg, April 4-5; Frankfurt, 6; Munich 7; Vienna, 8; Hannover, 9; Essen, 10; Berlin, 11; Copenhagen, 13; Stockholm, 14; Oslo, 15; Frankfurt, 16; Amsterdam, 17; Karlsruhe, 18; Brüssel, 20-21; and Munich, 22-23.

The group had hoped to do some live recording sessions while on tour, but a press time this seemed doubtful in view of restrictions imposed by musician union Werner Müller's, and a bilingual event will accompany the American artists.

"Progressive Hillbilly"

The artists indicated they would very likely perform much of their better-known recorded material. A reporter queried Chet Atkins as to whether he would play jazz. The Nashville operations manager for RCA Victor, who is one of the nation's most sophisticated musicologists, thoughtfully answered "progressive hillbilly."

RCA Victor's publicity on this tour had an interesting fact. It stated that "The Nashville Sound, bedrock of American popular music, is about to make the European scene in a big way." This verbiage was carefully planned, said to establish the point of view that Nashville, and the Nashville sound, is a major factor in world pop music.

With regard to remuneration for the live performances, it is understood that the artists on this trek will play for scale plus a percentage. The take is expected to be substantial.

Leventhal Finds E. Europe Folk

NEW YORK—Harold Leventhal is in Europe now working out plans to bring performers from Czechoslovakia, Poland and the Soviet Union to the U.S. Leventhal, a folk music impresario-manager, is discussing these plans with the Concert Artists Bureau of each country.

During his tour of Eastern Europe, Leventhal will meet Pete Seeger, who is on a worldwide concert tour. On Leventhal's itinerary are a week in Poland and 10 days in the Soviet Union accompanying Seeger.

Brenda Lee Has Baby in Nashville

NASHVILLE—Decca's songstress Brenda Lee became a mother here April 1, giving birth to a five-pound girl in a world-famous concert hall. On Leventhal's itinerary are a week in Poland and 10 days in the Soviet Union accompanying Seeger.

FELLOWSHIPS TO 8 BMI'ERS

NEW YORK—Eight BMI-affiliated composers have been awarded the 1964 John Simon Guggenheim Foundation Fellowships in music composition. They are William Bolcom, Gene Gutche, Robert Help, Ulysses Kay, Roger Reynolds, Halsey Stevens, Lester Krumpholtz and Charles Whittenger. They are part of a group of 312 scholars, scientists and artists who were chosen from among 1,987 applicants. This year's awards total \$1,882,000 and present the largest sum ever granted by the Foundation.

SPOTLIGHT LP PREVIEW

The following is a preview list of next week's album spotlights. The albums will be shown in full color in the April 18 issue of Billboard.

POP SPOTLIGHTS

MANHATTAN TOWER—Robert Goulet (Columbia 60501)

DR. STRANGELOVE OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB AND OTHER GREAT MOVIE THEMES—Various Artists (Capitol 464)

THE BEATLES SECOND ALBUM—(Capitol 2080)

FLIE SEARCH MY HEART—Johnny Mathis (Columbia 2143)

TODAY—New Christ Minstrels (Columbia 2159)

CHUCK BERRY'S GREATEST HITS—(Chess 1485)

THE FALL OF THE ROMAN EMPIRE—Sound Track (Columbia 60501)

MEET THE TEMPTATIONS—(A&M 911)

MY LAST NIGHT IN ROME—Buddy Greco (Epic 24008)

WHOS AFRAID OF VIRGINIA WOOLF?—Jimmy Smith (Verve 8581)

THE VOICE OF AFRICA—Miriam Makeba (RCA Victor 2845)

JUST FOR OPENERS—Judy Garland (Capitol 2062)

A SALUTE TO THE NEW YORK WORLD'S FAIR—Andre Kostelanetz (Columbia C-2)

THE BEST OF CHET ATKINS—(RCA Victor 2847)

CLASSICAL SPOTLIGHTS

FAVORITE ROSSINI OVERTURES—New York Philharmonic (Bernstein) (Columbia 5934)

HEINDELMIAT IS DER MAIFER—Philadelphia Orchestra (Ormandy) (Columbia 5962)

SECHUNANS SYMPHONY NO. 4; BEETHOVEN; LEONORE INTERLUDE NO. 2—Boston Symphony Orchestra (Leinsdorf) (RCA Victor 2071)

BRAMHIS TRIO NO. 2 IN C; BEETHOVEN; TRIO IN G—Griffman, Senofsky and Trepel (RCA Victor 2715)

C&W SPOTLIGHT

HANK WILLIAMS JR. SINGS THE SONGS OF HANK WILLIAMS—MGM 42131

JAZZ SPOTLIGHT

BIG BAND AND QUARTET I—Thelonious Monk (Columbia 2164)

RELIGIOUS SPOTLIGHT

GEORGE BEVERLY SIFA SINGS HYMNS OF SUNRISE AND SUNSET—(RCA Victor 2846)

FLAMENCO SPOTLIGHT

FLAMENCO CONCERT—Concert Moniyo (RCA Victor 2846)

SPOKEN WORD SPOTLIGHTS

JEEVES—Terry Thomas (Caedmon 1137)

THE TEMPEST—Michael Redgrave, others (Shakespeare Recording Society 201)

COMEDY SPOTLIGHT

A WET BIRD NEVER FLIES AT NIGHT—Jackie Vernon (Jubilee 2052)

LOW PRICE POP SPOTLIGHT

IN THE STILL OF THE NIGHT AND OTHER BEAUTIFUL SONGS—Living Strings (RCA Camden 795)

LOW PRICE C&W SPOTLIGHT

HAWKSWING HAWKINS SINGS—(RCA Camden 808)

NEWS REVIEW

Mainstream Begins Line Of Vintage Jazz LP's

NEW YORK—A new label, Mainstream Records, has begun issuing a solid line of jazz LP's. There are eight disks in the first release with six of the eight being in the recently acquired Commodore catalog. The six albums are being issued in the series called the "Commodore Jazz Classics." These recordings have not been in general distribution in LP form for some time, although they have been available on the Commodore label in a few jazz discophile stores and by direct mail.

The series contains some of the greatest of Billie Holiday recordings, one of which, recorded in 1939 and 1944 and issued as singles. This album contains such classic performances as "Strange Fruit," "Fine and Mellow" and "I Cover the Waterfront" with Lester Young and a hand under the section. Teds Wilson in support on various tracks.

Other albums feature the "Begin the Beguine" playing of Eddie Heywood, still another has the superlative playing of five of the great tenor sax stars in Coleman Hawkins, Lester Young, Don Byas, Ben Webster and Chu Berry. Then there's a Dixie set with such eminent practitioners of the Dixie form as Eddie Condon, Jack Teagarden, Max Kaminsky and Pee Wee Russell. Still another is a Town Hall concert jazz recording, while another is a folk and blues based set featuring Woody Guthrie, Pete Seeger and others.

The albums are: "Billie Holiday" (56000); "Begin the Beguine" by Eddie Heywood (56001); "The Influence of Five" (56002); "Disieland-New Orleans" (56003); "Town Hall Concert" (56004); "The Soil and the Seed" (56005).

JACK MAIFER

HAVERLIN, COLE ETC. SCRAMBLE FOR RADIO KRLA

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B. Conkling as separate applicants. Conkling had been artist and repertoire vice-president of Capitol Records, and became president of Columbia Records a decade ago. He was the founding president of Warner Bros. Records, a post he resigned several years ago. At present, he is serving the Mormon Church as board chairman of its International Broadcasting Corporation.

There are in all 21 applicants scrambling for the AM station formerly owned by Donald R. Cooke, and thrown on the market when the FCC decided to force a resale application—and all 21 applications were filed at the last minute. Cooke's ownership officially ends May 1.

Bob Hogen owns 25 percent of Western Broadcasting, Art Linkletter 5 percent. Carl Haverlin is applying as one of a group that includes "Voice of Pasadena," Horace Heidt applied for Radio Southern California, with Heidi 100 per cent owner (Goodson). Todman Broadcasting will be the licensee name for the famous pair who own a formidable string of production, talent, music publishing, film and other interests.

Broadcast Equipment Company, partly owned by Jack Cooke, brother of the departed KRLA licensee, has told the FCC that facilities be leased to KRLA for \$50,000 a year would be available to new applicants.

Jerry Lee Ends English Tour

MEMPHIS—Smash recording star Jerry Lee Lewis returns to Memphis April 8 from a four-day tour of England. He begins a string of one-nighters April 10 at Ferriday La., his home town.

His booking agent, Ray Brown, of National Artists Associates, Memphis, said Lewis booked solid in the Midwest, South and Canada in coming weeks.

Brown also announced that Ace Cannon, Hi Records recording sax star, is booked through April in one-nighters in the South and Southwest.

Another Hi Records recording group, Bill Black's Combo, is playing one-nighters in the South, Southwest and Midwest throughout April, Brown said.

Light & Staff to Chicago Meeting

NEW YORK—Enoch Light, managing director of Commodore Records, Lorin Becker, national sales manager, and Bobby Byrne, associate producer, will head for Chicago April 14 for a meeting of the label's Midwest dealers and distributors. Plans for "Enoch Light Month," which starts April 15, will also be unveiled at that time.

CAPITOL HALTS PREPS' BEATLES

HOLLYWOOD—Capitol has just pressing the four "Preps" single of "A Letter to the Beatles" because Duchess Music, the American licensor, refused to give Capitol permission to cover a parody of an actual Beatles disk. Single had been a rush release February, and reportedly contained "a parody of the Beatles' smash, 'I Want to Hold Your Hand.'"

It's Here!
It's on Capitol!!
and It's ALL Beatles!!!



(S) T 2080

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Germans Scrap Singles for LPs

• Continued from page 1

music and text production only now being appreciated.

Lyrical Fatalism

While some of the enthusiasm voiced by German disk impresarios for the LP seems improbably lyrical; in fact, it has a solid 1963 sales basis. German diskies, in accounting the LP, are merely listening to the till.

The German trade analyses sales in terms of disk units, compiled as follows:

7-inch (single)	45 rpm	2 titles	= 1 unit
7-inch EP	45 rpm	4 titles	= 2 units
10-inch LP	33 rpm	4 units	= 4 units
12-inch LP	33 rpm	6 units	= 6 units

Using this yardstick, sales in 1963, compared with those for 1962, were as follows (all number in millions):

	1963	1962
Category	number	units
Single	24.2	24.2
EP	8.4	16.8
10 LP	1.9	7.6
12 LP	7.8	46.8
Total	42.3	95.4

Red Foley to Emcee

• Continued from page 3

trants will attend cocktail parties hosted by MGM-Verve on Monday evening, Liberty on Tuesday, and Warner Bros. Reprise on Wednesday evening.

Wives of registrants will be entertained each afternoon. On Monday, Dot Records will host a ladies' luncheon, featuring palm readings by Miss Frances. On Tuesday, RCA Victor will present a preview showing of "The Pink Panther," featuring Peter Sellers, David Niven, etc., the sound track to which, by Henry Mancini, is on RCA Victor. On Wednesday, Miller International hosts a theater party at the Coconut Grove Playhouse. The show is "Milk and Honey," starring Mollie Picon, of the original Broadway production.

Dinner parties will be given by Columbia Records, RCA Victor Records and Capitol Records, featuring talent from their respective rosters. Admission to the dinner parties is by invitation only.

The unit formula is calculated to reflect more accurately the value of sales by weighing the LP proportionate to its higher cost. The 1963 figures are compared with those for 1962, show clearly that the trend is toward the 12-inch LP and that singles are sinking fast. Some disk producers feel that their compatriots who profess unshakable faith in the future of the single are blind to the unmistakable implications of the 1963 sales figures.

Some trade analysts, too, link

the sag in singles to the upsurge in tape recorder sales. Studies by GEMA, the West German ASCAP performing rights society, show that taping is concentrated on singles, a number of hot hits being recorded on the same tape, which is played while the tunes are on top of the chart and then erased.

There is less inclination to tape 12-inch LPs, which tend to have prestige value. Calculated by units, record sales increased 4.4 per cent in 1963 over the preceding year. Singles sagged 20.4 per cent while LPs gained 37.5 per cent. Therefore, in boosting LP production in 1964, the diskies are merely following the 1963 sales trend.

Teen-Agers Picky About Easter R.&R

• Continued from page 3

Shirelles, Johnny Tillotson, Dionne Warwick, the Tymes, the Chiffons, the Kingstons, Dick and Dee Dee, Bobby Goldsboro, Little Anthony and the Imperials, the Younger Brothers, and Earl Warren's band, Kaufman has been booked for another rock and roll stand at the Fox for the Labor Day holidays.

The "Good Guys" show at the New York Paramount featured Sam Cooke, the 4 Seasons, the Devotions, Ruby and the Romantics, Diane Renay, the Sapphires, Dean and Jean, Rufus Thomas, Chris Crosby, the American Beettes, Terry Stafford, Lesley Gore and the Jack Curtis ork. The bill rotated with Jackie Wilson and James Brown taking over Sam Cooke's topliner spot during the course of the run. The WMCA "Good Guys," who appeared alternately on the show, were Joe O'Brien, Harry Harrison, Jack Spector, Dan Daniel, B. Mitchell Reid and Johnny Dark.

A side note to the "Good Guys" affair is that it received a feature story treatment in The New York Times Thursday (2) pegged on the teen-age crowds that jammed Times Square the previous day to get into the theater.

The show at the Apollo featured the Coasters, the Vibrations, Stu Gilliam, Inez Fox and Charlie, the Supremes and B. B. King's band.

Disks Eye Oscar

• Continued from page 1

Victor also has a hot, strong soundtrack with Elvin Presley. The company is just getting off its last hot LP, "Fun in Acapulco" and is now going full steam on "Kissin' Cousins."

Other current entries of importance are "Tom Jones" on the United Artists label and "It's a Mad, Mad, Mad, Mad World" also on U.A. Both pictures are represented in this year's Oscar sweepstakes in one category or another. Decca is in the running now with its "Becker" soundtrack set.

Future hot prospects include the film tracks of "The Sound of Music," Walt Disney's "Mary Poppins," and "Say It With Music," the Robert Goulet starer that will feature music by Irving Berlin.

At present, the all-time best-selling soundtrack LP is Columbia's "West Side Story," which has been riding the charts for over three years and has registered over 3,000,000 album sales. It's recalled that "West Side Story" racked up a lot of Oscars the year it was running and the sales ruboff on its record counterpart is quite obvious.

LATE SINGLE SPOTLIGHTS

HOT POP

JIMMY SMITH

WHO'S AFRAID OF VIRGINIA WOOLF (PART 1) (Avant Garde, ASCAP) 2333—Another driving mirror from the organist that he's got hand drive propelled by Oliver Nelson arrangement. Flip: "Part 2" (Avant Garde, ASCAP) (2:30). **Verve 10314**

JAMES BROWN AND HIS ORK

CALDONIA (Cerberi, BMI) (2:44)—First side on Brown's new label is a hard-winging, big hand version with shout singing and grooves. Arrangement similar to the Louie Jordan hit of many years ago. Flip: "I've Got" (Try, Me, BMI) (2:32). **Smash 1998**

JAMES BROWN AND THE FAMOUS FLAMES

AGAIN (Robbins, ASCAP) (2:44)—Brown has a string of 'em on his former label and he's got another romantic side here. Tender reading of the standard that's not in conflict with his other release. Flip: "How Long Darling" (Lori, BMI) (2:57). **King 5876**

FATS DOMO

SOMETHING YOU GOT BABY (Tune-Net, BMI) (2:44)—Fats has the charm out again and this groovy, gospel-tinged blues side has chorus and jumping sound. Flip: "If You Don't Know What Love Is" (Anatole, BMI) (2:25). **ABC-Paramount 10545**

RECORD PREVIEW DEBUT: WILL BOOST LP SALES

• Continued from page 1

store. Some dealers have also announced that they plan to offer Record Preview in their local newspaper and radio advertising.

Record Preview will carry a 20-cent price tag on its full-color cover. Whether or not the dealers charge their customers, and how much, is optional with each retailer.

Each edition of Record Preview will contain feature articles, news notes and new record listings to whet the buying appetites of record fans. The first edition carries special features on the hit Broadway show, "Dolly"—also featured on the cover—on the Scorpions, Singers and on the future of Beatle-type recordings. More than 250 new and best-seller LPs will be featured as the heart of each edition. Many album covers will be illustrated in full color.

Prices to dealers range from 7 cents to 10.5 cents per copy, depending on quantity and use of imprints.

Preliminary research at all levels of the record industry confirms the appeal and sales power of Record Preview.

From the consumer standpoint, it is designed to fill the need of keeping the record buyer better informed as to new product and the artists who make records. Judging by initial dealer reaction, Record Preview promises to be a potent sales aid in building LP business volume.

The following record distributors are accepting and servicing bulk orders for the new publication through their sales personnel:

Alpha Record Distributing

20 West End Avenue
New York 23, N. Y.
CI 5-7933

Associated Record Dist.

76 Tolland Avenue
East Hartford, Conn.

Roberts

1905 Washington Avenue
St. Louis, Mo.

Marnel of Maryland

5550 Newbury Street
Baltimore, Md.
664-8500

Summit Distributing

1345 Diversey Parkway
Chicago, Ill.
BI 8-361

Cadet Distributing Company

13380 Capital Avenue
Detroit 37, Mich.
548-1171

Seaway Distributing

3142 Prospect Avenue
Cleveland, O.
EX 1-7300

A & I

1000 Broadway
Cleveland 2, O.
241-7644

Heilicher Bros.

119 N. 9 Street
Minneapolis, Minn.
FE 3-8281

Big Town

2818 W. Pico Blvd.
Los Angeles, Calif.
PI 3-9474

DM Sales

90 Dorman Avenue
San Francisco, Calif.
MI 8-5331

C & C Distributing

3711 S. Hudson
Seattle, Wash.
PA 5-0070

Cosmoack

1323 Spring St., N. W.
Atlanta, Ga.
876-0321

M. B. Krupp Distributors

3519 N. 16th Street
Phoenix, Ariz.

Musik Service Record Dist.

318 6th Street S.
Great Falls, Mont.

Arnold Record Distributors

2704 Freedom Drive
Charlotte, N. C.
399-9741

cludes Pep Record Sales and Allied Recording, among several John Does, thus stopping until the April 15 hearing the manufacture and sale of Miss Lynne's single here.

New Album Releases
Chart on Page 80

Gloria Lynne

• Continued from page 3

to show cause against the Mercury Record Corporation. The new rule has the same effect as the original stay. Mercury sought and was granted an increase in Everett's bond, boosting it from \$500 to \$10,000.

The restraining order also in-



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exciting material that'll enthral
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SMASH FOLLOW-UP TO DUMBHEAD!

GINNY ARNELL



I WISH I KNEW WHAT DRESS TO WEAR

13/11 HE'S MY LITTLE DEVIL A-13206



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Drake Ducks Broadway Quacks; New Fans Dig Record Stars

NEW YORK—There's a new voice being brought into Broadway's musical theater by performers who've made their marks in other show business arenas. That's the concept of Irvin Drake, who's currently represented on Broadway with his first musical score, "What Makes Sammy Run?"

It's Drake's belief that his show has been building steadily at the box office because of the pull of the musical's star, Steve Lawrence. Even though it's also Lawrence's first try on Broadway, he has a built-in audience, says Drake, through his work on records, night clubs and TV.

In Drake's view, it is the newcomer to the theater that will eventually pull it out of its present doldrums. "People

who have seen and heard Lawrence's work on TV and in night clubs," Drake says, "are now being drawn into the theater, and some perhaps for the first time."

Drake also points out that the vogue for theater newcomers is spreading through Shubert Al-

ley "Funny Girl," the new musical about Fanny Brice, is banking heavily on the marquee value of Barbra Streisand to keep its box-office take in high gear. Although Miss Streisand scored on Broadway a few seasons ago with a small part in *Comedown* (page 88)

ELLINGTON EXCELS

Duke's Concert Shows New Areas Conquered

Duke Ellington has the fortunate habit of rising from the ashes of pages written by critics. Not that the critics have always been wrong; no, no, no, occasionally they've been right, what critics can oblige Bill, Ellward Kenned's The Ellington, does sometimes burst forth as new music most often because a new musician, or a musician returned has given him some new room in which to perform the

marvelous dance he has for so long done so well.

So this Easter evening concert, where a returned musician, Charles Melvin (formerly Williams, grooved, snarled, sang, danced, cheered, and in general, acted and played as if he big trumpeted were coming back, was a resounding success because Duke had a new focus and has new music and enthusiasm, and so does his brilliant band.

It was evident from the very beginning when Cootie Starkie through a much changed "Cootie Love Call" was the tenor, or perhaps the trumpet and orchestra of the evening. Even most of the old things were new, and the old

(Continued on page 56)

Josephine Nods The Old Baker

NEW YORK—The bedridden, bejeweled, bewigged, international lord of paradise, Josephine Baker, is expected to appear New York Tuesday (March 11) for limited engagement at the Henry Miller Theater.

She struts and preens and coos her way through a variety of songs that range from very good to tired in an avowment of costumes she refers to as "complications." The "complications" are part of her famed \$250,000 collection. An incomparable stylist, the songs serve merely as an adjunct to the accoutrements.

The entertainment does not entirely come off for a number of reasons. Miss Baker has been poorly served by the production. While everything about her is expensive and exotic, everything surrounding her seems a bit contrived (possibly due to the shortage of orchestra).

(Continued on page 56)



ANGELA LANSBURY opened on Broadway Saturday (4) in the Arthur Laurents-Stephen Sandheim musical, "Anyone Can Whistle." She co-stars with Lee Remick and Harry Guardino. Columbia will record the original-cast album.

New York PRESS BOX SCORE

"FUNNY GIRL"

"Funny Girl," the musical based on incidents in the life of Fanny Brice by Isabel Langford (book), Judy Sinye (music) and Bob Merrill (lyrics), opened on Broadway March 26 to play notices and acclaim for Barbra Streisand. Control is issuing the original cast album and Chappell-Sinise is publishing the score.

Following is a breakdown of the New York Press critical appraisal of the show and stars:

BILBOARD'S MIKE GROSS Show: "It's a routine backstage yarn that plods along unimagination with Barbra Streisand on stage practically all of the way to help pull it through. It's even too much for her."

SCORE—The collaborative effort of Judy Sinye and Bob Merrill results in only a few songs of attempted pathos. "Peculiar" is already going to play, and there may be some chances for "Who Are You Now" and "Carnal Man."

THEATRE SHOW—Tanny and Barbra make the evening.

SCORE—"Tanny has written one of her best songs."

HIMSELF TRIBUTE SHOW—The show as a whole, considering its tendency to follow weight, can be called a clean knockout. Support is still for TCO.

SCORE—A lot of help from the Judy Sinye-Bob Merrill score makes it different.

DAILY NEWS SHOW—A remarkable demonstration of skill and on duration on the part of Barbra Streisand.

SCORE—Compass Judy Sinye and lyrical Bob Merrill have provided songs of all types.

POST SHOW—The colorful atmosphere of a cozy period in the theater is almost untapped. "at least a fairly good musical show."

SCORE—"While Judy Sinye's score doesn't seem one of her best, the songs are always agreeable."

JOURNAL-AMERICAN SHOW—I believe it should be a smash.

SCORE—"Tanny has devised new tunes to capture the climate of the old ones, but they are more suited to the capabilities of the star and are excellent in themselves."

WORLD-TELEGRAPH SHOW—comes up just this side of great.

SCORE—"Tanny has written some good stuff if it isn't his best though."

PEOPLE AND PLACES

By MIKE GROSS

Mike Todd Jr. may not have time this season to see his favorite baseball team the Chicago Cubs, in which he's a stockholder. He'll be busy hitting out "America, Be Seated," a modern minstrel show with the World's Fair musical stage version of "Around the World in 80 Days" at Jones Beach 11 and working on the personal management of a new singer, Al Ferrari, who's billed as "The Wild Man."

June Morgan, in New York last week, hosted a party for Charles Aronson and began work on her second album for Capitol. Tim Gasky is doing the work for Rudy Vallee's Jubilee album "The Funny Side of Rudy Vallee." Joe Lytle, manager of Frank Fontaine, into St. Joseph's hospital in Yonkers for a checkup. Singer Bernadette Castro will also do dance routines a checkup by four new papers in New York when it opens at the Boulevard night club on Long Island on April 17.

Big news in a press release from Sellers, O'Rourke & Subson, "Martin Goldblatt, veteran industry publicist, who started as a still department clerk with Columbia Pictures in 1947, and rose to become that company's top national magazine contact, is entering his 10th record-breaking week at the Sellers, O'Rourke & Subson publicity firm."

Al Schwartz is Brook Benton's new manager. Molly Bee has been signed for two weeks at Dallas' Sauter Hotel starting April 24. Dave Bynum, singer-actor, has signed with Shell Records. On the Carnegie Hall bill with Italian singer Luciano Virgili on April 11 will be the DiMara Sisters, Pia Gabrieli and Dima Gagliardi. Rip Taylor, the "Madman," cut his first press "How Does It Feel, the Colby ladies and Woody Herman's Herd is at the Metropole on New York through April 18 when the Dukes of Dixieland take over.

Joe Newman and Joanne Woodward will duet "When My Sugar Walks Down the Street" in the upcoming Broadway comedy "Baby Wants a Kiss. The deal to use the Jimmy McHugh-Gene Autry-Irving Mills standard to fit the play's action was made between Arthur Sinsio, Theater Company, the producers, and Music.

Joe Wexler, one of the Chappell-Sinise vocal group, has joined the staff of Errol Garner Enterprises. She'll be working with the Octave Music Publishing catalog which contains the major part of Garner's original works. Earl Wightford and John Hunt started a concert at the Bloomsbury, Pa., State College, April 8 and at the Proctor High School in Utica, N. Y., April 11. Johnny Titonoff will preside as a judge and a parade marshal at the Beauty Pageant in Johnson City, Tenn., on May 7. MARCH 10. The music industry's all-girl organization is sponsoring a benefit for the aid of the University Settlement House with tickets to the May 4 performance of "What Makes Sammy Run."

Bug Has azz & No Beales

NEW YORK—A new jazz night club is opening in Greenwich Village with a big-name artist policy. The club is called the Bug and will be located on West 3rd Street. It was previously housed Bertolotti's

restaurant. The name derives from the location, the building in which Edgar Allan Poe wrote his short story of the same name.

The Gold Bug opens April 9 with Duke J. Johnson and group. April 16 Chico Hamilton's combo takes over the stand and the following week, April 23, Cannonball Adderley holds forth through the end of the month. Bookings, so far have been blocked out in the argument of the room holds over 200 people.

GENUINE 8" x 10" GLOSSY PHOTOS 7¢ EACH IN 1,000 LOTS \$9.88 per 100 POST CARDS \$12.00 per 1,000 Copy Right 15 Years MOUTIER ELLERBACH & SONS 140 W. 4th St. New York 14, N.Y. JJK COPYART Photographic

TV GUEST APPEARANCES BY RECORD TALENT

- MOLLY BEE—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- BROTHERS FOUR—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- ROCK CLARK—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- FUNGILO, ANNETTE—Tomorrow (ABC-TV, 8:30-9:30 p.m., Friday 10)
- GIVON, ROSE—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- LYVE LEAGUE—Tuesdays (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- JEFFREY, FRANK—Montgomery Palace (ABC-TV, 9:30-10:30 p.m., Saturday 11)
- JONES, JACK—Jackie Gleason Show (ABC-TV, 8:30-9 p.m., Saturday 11)
- MARLEN, ELAINE—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- HARRIS, CHARLIE—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- MOSIER, EDWARD AND ALFONSO—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- HEED, PETER—Perry's Great Kook Male (ABC-TV, 10:11 p.m., Thursday 9)
- NEW HEBERT MINISTERS—Tomorrow (ABC-TV, 8:30-9:30 p.m., Friday 10)
- HERMANN, BOB—Perry's Great Kook Male (ABC-TV, 10:11 p.m., Thursday 9)
- ROBERTS, TED—Montgomery (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- GARIN, STAN AND HIS TROUSERS (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- SMITH, REELEY—Perry's Great Kook Male (ABC-TV, 10:11 p.m., Thursday 9)
- TRUMP, RALPH—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- WILLIAMS, ANNE—Tomorrow (ABC-TV, 8:30-9:30 p.m., Friday 10)
- WINTERS, JONATHAN—Jack Paar Show (ABC-TV, 10:11 p.m., Friday 10)

The national TV guest appearances listed above provide outstanding promotional opportunities for artists, agencies, record dealers and for all who wish to obtain an exposure of their record artists to millions of consumers. This chart should be used by the advertiser along with its sales volume, counter sales and other data which the TV representative can be recommended to the recording public.



**A hit
instrumental
becomes a
great new vocal**

DONNA LYNN **JAVA** **JONES**



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PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

FOCUS ON DEEJAY...

Chicago's Top DeeJay:
18th Year at WIND

It's probably only coincidence that the Windy City has produced one of the nation's top deejays, as *Times* magazine, a few years ago, acknowledged "a highly articulate member of that naturally loquacious craft." His name, for the benefit of those who have never got within listening range of Chicago, is Howard Miller.

Now exclusively on WIND, Howard holds some sort of record for at one time being heard on no less than six leading Chicago radio stations at varying periods during the day. He continues to wear the mantle of most-listened-to, whether you measure that distinction by professional rating-taker's results, the long list of advertisers waiting in line to pay his commercial air, or his awareness that "Howard said this morning" is a well-known conversational gambit among Chicagoans.

Miller's once exhausting work load, which generated his annual income to \$350,000, has been selectively pruned, he now holds forth solely on WIND, the



HOWARD MILLER

station where he started his Chicago radio career 18 years ago. As custodian of the Group W station's strategic morning slot, 6 to 10 a.m., he retains control of Chicago's biggest radio audience and manages time for his recently acquired enthusiasm for the racing of thoroughbreds.

Born and raised in Chicago, Howard Miller was graduated (Continued on page 42)

NAB Tastes
WQXR Nip
On Liquor

WASHINGTON—New York FM Station WQXR's break with the no-whisky advertising agreement will be a big buzz at the NAB convention this week in Chicago. WQXR's decision to take \$70,000 in hard liquor advertising was followed at once by a bill to bar such advertising on the air, co-sponsored by Sen. Warren Magnuson, chairman of the Senate Commerce Committee, and Sen. John O. Pastore, chairman of its Communications Subcommittee.

NAB's featured speaker, Rep. Otis Harris, chairman of the House Commerce Committee, has also indicated strongly to WQXR that such a failure in self-regulation by a broadcaster who accepts whisky advertising is sure to bring down government restrictions. Harris indicated that the same goes for any broadcast failure to tone down cigarette advertising.

Sensors Magnuson and Pastore, in 1961, refrained from this type of legislation when the National Association of Broadcasters and the Distilled Spirits Institute pleaded mutual harm to hard liquor advertising on the air. At that time, certain distillers were pushing hard for broadcast time. Current failure of WQXR to sign a "Colin's" plea to WQXR changed its mind, decided the legislators to act, and act fast, on this one.

The Magnuson-Pastore bill provides penalties of from \$100 to \$1,000 or up to one year in jail for licensee who airs hard liquor advertising, and also penalizes the distiller who buys the air time. The bill amends the Communication Act, and violation of the liquor sponsorship ban could cost the broadcaster his license, under the terms of the legislation.

KH Search
For Talent

HOLLYWOOD—Red McElvaine, KHJ's early morning disk jockey, has been shaking up memories of radio's talent scout era through his "Search for Talent" contest.

McElvaine has been presenting three unknown acts each Friday for the past four weeks via taped telephone performances. After each Friday's feature, the audience mails in votes for its favorite. The grand winner will be announced on a "phone-off" contest currently in preparation.

The idea for the talent search is McElvaine's, who invites listeners to write in about their skills and he personally phones to check them out. The contest's first winner, a milkman from Granada Hills who sang from a phone booth, has thus far drawn the most mail, Red said. Other winners include a 14-year-old rock and roller and a Santa Ana shoemaker vocalist.

The contestants have included a Texan repairman reciting poetry, a salesman doing a comedy routine and a tap dancer. McElvaine adds echo and applause to the performances which are prior to the Friday broadcast. McElvaine hopes to arrange a recording audition plus TV appearances for the grand winner.

Programming in
At NAB Convention

• Continued from page 1

programs. It will analyze the anticipated effects of changes in age groups, population, purchasing power and leisure time, and relate them to the resulting changes in marketing techniques. In addition, the presentation will include suggestions on how the radio and recording industries can co-operate in developing new artists and in generating interest in the repertoire being produced by record companies. Brief will also give pointers on how radio management can make the best use of the services offered by record manufacturers.

The Radio Assembly, presided over by Sherri Taylor, newly appointed NAB vice-president for radio, will center on discussion of The Radio Code Elmo Ellis, WSB, Atlanta, a chairman-designate of the Radio Code Board, retiring Chairman Cliff Gull, KFYI, Anaheim, Calif. and Frank McIntire, KTLB, Salt Lake City, Utah, will join Code Augmented. Directors Howard Bell and Radio Code Manager Charles Stone for the panel discussion.

License Renewal Seminar

Questions and answers will be forthcoming at the assembly in the problems of license renewal. Robert J. Korman, chair, renewal and transfer division, Broadcast Bureau, FCC, will handle the seminar.

One under a panel discussion of growing interest to broadcasters "Automation in Radio," will take place Wednesday morning moderated by Orrin W.

Towner, WHAS, Louisville, and James H. Butts, Mullins Broadcasting Co., Denver, Cliford Luke, WIBC, Indianapolis, Eldon Kanaga, KICD, Spencer, Ia. and Allen T. Powley, WMAI, Washington, as panelists.

The separate radio programming discussions will be launched tomorrow (7) with a report by Ben Strouse, WWDC, Washington, D. C., NAB Radio Board Chairman. There also will be a "Radio's Leadership" presentation by the Radio Advertising Bureau and a report by Melvin A. Goldberg, NAB vice-president for research, on his activities.

A highlight of the separate television program is tomorrow morning's "Program Conference," 64"—a panel discussion that will explore the future of television programming, its nature and its sources. The presentation, expected to be controversial as well as informative, promises to draw so many delegates that it has been moved into the Blackstone Theater across the street from the Conrad Hilton.

The panelist who will present not only their own views but that of the industry segment they represent, are Michael Dann, executive vice-president for programming for CBS-TV Network, Richard Pack, vice-president, programming, Group W (Westhouse Broadcasting), Hubbell Robinson Jr., independent producer, W. Robert Rich, vice-president and sales manager, club members.

(Continued on page 42)

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Cousin Lee and Rosalene Lewis have taken over the spot on WXAR-FM, Alexandria, Va. formerly occupied by Jim Turner. The pair is on Monday through Friday 9 p.m. to midnight, and on Sundays, 8 p.m. to midnight. They put in a plea for spinning material. Ray Ford, in addition to his country platter show on WTVB, Coldwater, Mich. is doubling with his "Country Caravan" on WVOC—new station at Battle Creek, Mich. Ray says they can use all the releases he can get.

Les Kangas suggests that deejays missed in the mailing of "Land of Love (The License-Plate Song)," by Jeanne Green, write Kangaroo Records, 7902 Dewey Avenue, San Gabriel, Calif.

KTIX, Pendleton, Ore., under the management of Pecos Pete Brown, formerly of KGEM, Boise, Idaho, is now programming c.d.w. daily from 6 a.m. to 10 p.m. and on the 6 a.m.-7:30 a.m. slot, and is followed by Jim Olson, also formerly of KGEM, who runs until noon. Cousin, who recently joined KTIX from KALE, Richland, Wash., works from noon to 4:30 p.m., with Pecos Pete returning at 6 p.m. Lowell Nunnally, KTIX p.d., hits the airwaves with the town sound from 6 p.m. until 11 p.m. "Due to time in our sound," typewrites Nunnally, "we need c.d.w. records badly—all labels."

Station WEXL, Detroit, has appointed Tom Berry new director and chief programmer, effective immediately. Sunny Jim Mitchell will deejay from 6 to 9 a.m. and noon to 3 p.m.

Berry's old shift, Lou Singer has returned to take over the 6 p.m. to midnight portion of WEXL's country music programming. Judy Lenton has been added as WEXL's country Club secretary to handle the mail and awards involved in corresponding with the nearly 30,000 WEXL country club members.

Olson, P.D. at Bob Atcher's (Continued on page 16)

COUNTRY D.J.
OF THE WEEK

Fred Lohrer of Radio WYAN, Birmingham, Ala., was WKD Radio's "Master D.J. U.S.A." April 18. Fred has been associated with WYAN three years. Six months ago he won the duties of program director and now coordinates the entire programming of America's only full-time country and western station. Fred and wife Jane have one daughter, Selma.

VOX JOX



ON THE BALL are WQAM deejays (first row, l-r) Ted Clark, Jerry Goodwin, Charlie Mardick, Rick Shaw (top row, l-r) Lee Sherwood, Jack Sorbi and Jim Dunsap. The airmen play ball with different faculty teams of various South Florida high schools to promote high school athletics and special charity drives.

Here is a partial listing from KEEL radio's (Shreveport, La.) current radio play list sent by Music Director Bill Scott: "Twist and Moan," Dead Bugs on the Raid Label, "Dawn" (Go Away), Count Dracula, Horror Label, "Money," Nelson Rockefeller, Cash label. APRIL FOOLS!

RADIO CHUM (Toronto) deejay John Sprague on his 10 to 1 show recently defined the mosquito as a mathematical problem. It adds to your misery,

subtracts from your pleasure, and multiplies by the score.

THAT'S SHOW BIZ: Radio WMC-A's (New York City) program director, Ralfe Meyer and his talented "Good Guys" have bounced the Beatles from first play. The successor, "Hello Dolly," by Louis Armstrong.

BEATLESTEREO: Last week KFWB-Radio and KCOP-TV air personalities, Gene Weed and Lloyd Thaxton joined forces between 5 and 6 p.m. to present the Beatles in stereo. Weed and Thaxton co-ordinated play of Beatle tunes with one track broadcast on KFWB's wavelength, the other on KCOP-TV's audio.

CORRECTION: In an item regarding XGB's (Sydney) "170 Club" earned with a picture in this column February 22, it may have appeared that Bob Rogers

(Continued on page 43)

COMMAND

HAS A

HIT SINGLE...

Love Me With All Your Heart

b/w Sweet Little Mountain Bird #4046

THE RAY CHARLES SINGERS

- BIG SALES ACTION KICKED OFF IN PHILADELPHIA
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- TREMENDOUS RADIO PLAY ON TOP 40 STATIONS NATIONALLY
- BILLBOARD 4/4 "BREAKOUT SINGLE"
- BILL GAVIN REPORTS "TOP OF THE ACTION"

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FOR YOUNG LOVERS**

THE RAY CHARLES SINGERS

Album No. 866

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RADIO RESPONSE RATING

PITTSBURGH

TOP STATIONS

Rank	Call Letters	% of Total Points
------	--------------	-------------------

* For POPULAR Singles

1	80RA	46%
2	K2V	26%
3	WEP	13%

* For POPULAR LP's

1	80RA	40%
2	WVW	20%
3	WJAZ	12%
4	K2V	6%
5	WEP	4%

* For JAZZ

1	WSPA (New Kensington)	40%
2	KDMA (Tit)	16%
3	WJAZ	14%
4	WVW	6%

* For R.B.B.

1	WAM	37%
2	WEP	3%

* For COUNTRY MUSIC

1	WVW (Whispering W. Va.)	56%
2	WEP	24%

* For SINGLES

1	WVW (Middle of the Road)	33%
2	K2V	24%
3	WJAZ	24%
4	WEP	14%

* For FOLK

1	80RA (Tit)	40%
2	WJAZ (Tit)	36%
3	WVW	24%

* For COMEDY

1	80RA	46%
2	WJAZ (Tit)	11%
3	K2V (Tit)	15%
4	WAM	8%

* For CLASSICAL

1	WVW-AM-FM	40%
2	WVW-AM-FM	20%
3	WVW-AM-FM	14%
4	WVW-AM-FM	14%

MIAMI

TOP STATIONS

Rank	Call Letters	% of Total Points
------	--------------	-------------------

* For POPULAR Singles

1	WQAM	52%
2	WVUN	44%
3	WQAM	2%

* For POPULAR LP's

1	WVW	39%
2	WQAM	34%
3	WVUN	17%
4	WVW	11%
5	Others	2%

* For R.B.B.

1	WQAM	52%
2	WQAM	44%

* For JAZZ

1	WQAM	74%
2	WVUN	26%

* For SINGLES

1	WVW (Middle of the Road)	42%
2	WQAM	27%
3	WVW	18%

* For COUNTRY MUSIC

1	WQAM	100%
---	------	------

* For FOLK

1	WVW	77%
2	WVW	23%

* For COMEDY

1	WQAM	87%
2	WVUN	12%
3	WVW	8%

* For CLASSICAL

1	WVW-AM-FM	50%
2	WVW-AM-FM	19%
3	WVW-AM-FM	14%
4	WVW-AM-FM	17%

TOP DISK JOCKEYS

Rank	Disc Jockey	Call Letters	% of Total Points	% of 1st Place Votes
------	-------------	--------------	-------------------	----------------------

* For POPULAR Singles

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For POPULAR LP's

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For JAZZ

1	Art Palmer	80RA	31%	
2	Bob Tracy	80RA	19%	
3	Roger Carlin	80RA	14%	
4	Chuck Buchanan	K2V	11%	
5	Clark Rice	80RA	21%	

* For R.B.B.

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COUNTRY MUSIC

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For SINGLES

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For FOLK

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COMEDY

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For CLASSICAL

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For POPULAR Singles

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For POPULAR LP's

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For JAZZ

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For R.B.B.

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COUNTRY MUSIC

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For SINGLES

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For FOLK

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COMEDY

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For CLASSICAL

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For POPULAR Singles

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For POPULAR LP's

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For JAZZ

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For R.B.B.

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COUNTRY MUSIC

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For SINGLES

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For FOLK

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

* For COMEDY

1	Clark Rice	80RA	42%	
2	Chuck Buchanan	K2V	24%	
3	Barry Scott	K2V	14%	
4	Others		11%	

OKLAHOMA CITY

TOP STATIONS

Rank	Call Letters	% of Total Points
------	--------------	-------------------

* For POPULAR Singles

1	WLT	46%
2	80MA	26%

* For POPULAR LP's

1	80EM	40%
2	80CT	20%
3	80EM	14%

* For R.B.B.

1	80CT	39%
2	80EM	24%
3	80CT	14%

* For JAZZ

1	80EM	52%
2	80EM	21%
3	80EM	14%

* For COUNTRY MUSIC

1	80EM	90%
2	WLT	10%

* For SINGLES

1	80CT	42%
2	80EM	27%
3	80CT	11%

* For FOLK

1	80EM	29%
2	80CT	21%
3	80EM	14%

* For COMEDY

1	80EM	90%
2	WLT	10%

* For CLASSICAL

1	80EM	90%
2	WLT	10%

* For POPULAR Singles

1	80EM	90%
2	WLT	10%

* For POPULAR LP's

1	80EM	90%
2	WLT	10%

* For JAZZ

1	80EM	90%
2	WLT	10%

* For R.B.B.

1	80EM	90%
2	WLT	10%

* For COUNTRY MUSIC

1	80EM	90%
2	WLT	10%

* For SINGLES

1	80EM	90%
2	WLT	10%

* For FOLK

1	80EM	90%
2	WLT	10%

* For COMEDY

1	80EM	90%
2	WLT	10%

* For CLASSICAL

1	80EM	90%
2	WLT	10%

* For POPULAR Singles

1	8
---	---

SENSATIONAL
STATESMEN QUARTET

WITH

HOVIE LISTER

RCA VICTOR RECORDING ARTISTS

27

Great LP
Releases on
RCA Victor—
All Still
Catalogued



Latest RCA Victor
Release:

"HOVIE LISTER
SINGS WITH
HIS FAMOUS
STATESMEN
QUARTET"
LPM 2790

Gospel Music, as sung by the Statesmen Quartet and Hovie Lister, has during recent months enjoyed a great upsurge in popularity. This, of course, is due to the gospel groups touring the nation. The STATESMEN stand at the top!! Their wonderful and inspiring RCA Victor Albums, spinning the turntables of the nation, is another reason for the popularity of the STATESMEN and the millions who each year attend the gospel singing concerts throughout the USA and Canada.



Personal appearances made before thousands,
traveling over 100,000 miles from coast to coast
each year in a custom-built coach.

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Drawing power
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STATIONS BY FORMAT

• Continued from page 14

WAMO: 1,000 watts day. Independent. **Music format:** R.&B.-Contemporary-Jazz. Highly identifiable air personalities. Negro-oriented programming. President and general manager, Leonard Walk.

WPTT: 5,000 watts day. Owned by Rust Craft Industries. **Music format:** Ethnic. Station airs foreign language and ethnic music programs. General manager, Andrew Hofmann.

WZUM: Carnegie. 1,000 watts. Independent. **Music format:** Contemporary-R.&B. General manager, James D. Pithouls.

MIAMI, FLA.: Nation's 23d largest radio market. 13 AM, 7 PM, 2 contemporary, 2 pop-standard, 2 standard-pop, 1 conservative, 2 r.&b., 1 ethnic, 3 classical and 1 country.

WQAM: 5,000 watts. Storz-owned. **Music format:** Contemporary. Highly identifiable air personalities. Effective and active news department. Station plays many former (Gold Record) hits focused on "Weekend Command Performance" Saturday and Sunday with every other record played being a Gold Record. Rick Shaw features similar fare 9 to 10 p.m. M-F hosted by Rick Shaw. Ex WOR staffer, Allan Courtney, hosts nightly three-hour talk, comment and controversy, audience telephone call-in program 11 to 2 a.m., M-S. Program is top rated. Vice-president and general manager, Jack L. Sandler. Operations manager, Charlie Murdoch (also does air show daily).

WFUN: 5,000 watts. Rountsville-owned. **Music format:** Contemporary. Highly identifiable air personalities. Strong and effective on and off air promotion. Vice president and station manager, Arnold Kaufman. Program manager, Bill Holley. Music director, Dick Starr.

WGBC: 50,000 watts. Storer-owned. **Music format:** Standard. Active and effective news operation. Award-winning 10-man news staff. RPI national news service. Station airs news block 5 to 6 p.m. daily. Only station in area that editorializes. Monthly public service-news documentaries "Music Spectacular" twice monthly. Vice-president and general manager, Bernard E. Neary. Program manager, Robert Martin.

WINZ: 50,000 watts. Rand-owned. Mutual affiliate. **Music format:** Standard-Pop. Highly identifiable air personalities. Celebrity interviews aired regularly as part of regular shows. Station uses top showbiz stars on station breaks (two per hour). In-depth local news and features vignettes aired regularly. Vice-president and general manager, Frank Craig. Program director, Mark Prichard (also does air show 2:30 to 7 p.m. daily).

WIOD: 5,000 watts. Independent. NBC affiliate. **Music format:** Pop Standard. Station plays wide variety of music. Helicopter traffic reports. Special programs include 11 p.m. to 2 p.m. telephone audi-

ence call-in show, M-F entitled "Larry King's Surfside 6." Station director, James LeGate. Program director, Scott Bishop.

WAME: 5,000 watts. Independent. ABC affiliate. **Music format:** R.&B.-Contemporary-Jazz. Highly identifiable air personalities. Special programs include "Brother Ray's Gospel Train," M-F, 5 to 7 a.m. and "Hot Line," telephone audience call-in show hosted by Larry King M-F, 11 p.m. to 1 a.m. President and general manager, Ted Wilson.

WKAT: 5,000 watts day, 1,000 watts night. Independent. CBS affiliate. **Music format:** Standard-Pop. Station airs wide variety of music. Five-minute comedy vignettes played every hour at 45 minutes to the hour. Station carries many national and local sports events. Highly identifiable air personalities. Vice-president and general manager, Sidney Levin. Program director, Bill Smith (also does air show 4 to 6:30 p.m. daily).

WMBM: 250 watts. Independent. **Music format:** R.&B.-Contemporary. Negro-oriented programming. Highly identifiable air personalities. Special programs include "Request Time," telephone audience call-in show aired M-F, 9 to midnight, hosted by Lawrence Hargrove and Sam Gyton; "Progress Report and News," with Blanch Calloway, 8 a.m., noon, 4 and 8 p.m. Vice-president, Allan B. Margolis. Program director, Milton Smith.

WMIE: 10,000 watts day, 5,000 watts night. Independent. National Spanish Language Network. **Music format:** Ethnic-C.&W. Manager, Jack Nohles. Program director, Earl Smith.

WKRP: 250 watts. Independent. **Music format:** Conservative. General manager, Boh Flynn. Program manager, Georgiana Fleming.

WYCG: Coral Gables. 1,000 watts day. Independent. **Music format:** Classical-Standard-Pop.

WWPB-FM: 20,000 watts (ERP). Independent. QXR network. **Music format:** Classical-Conservative. FM Stereo programming. Manager, Paul Brake. Assistant manager, John Cash.

WELB-TV: Aired two-hour TV-teen dance party Saturdays, hosted by WQAM deejay Rick Shaw. Show spotlights different school each week via on-location filming.

OKLAHOMA CITY: Nation's 54th radio market. 9 AM, 4 PM, 1 r.&b., 2 standard, 1 c.&w., 1 conservative, 2 contemporary and 1 pop-standard.

WKY: 5,000 watts. Independent. **Music format:** Contemporary. Station programs many past hits (Golden Records) and country music on morning farm show, hosted by Danny Williams. Highly identifiable air personalities. Influential and effective news operation. Documentaries aired on special occasions. Station manager, Norman P. Bagwell. Program manager, Dan H. Williams (also does morning air show daily and two local TV shows).

KOMA: 50,000 watts. Storz-owned. Independent. **Music format:** (Continued on page 82)

Programming
In at NAB
Convention

• Continued from page 12

ager, Seven Arts; Joseph E. Levine, president of Embassy Pictures; and Jules Power, director of children's programming for the ABC-TV network.

Syndicators Here in Force

There is no shortage here of firms servicing radio and television stations with programs, production aids and jingles.

Mark Century Corporation, producers of "Radio A La Carte" and "Festival Radio" will hold its 3rd Programming Seminar.

Brunch tomorrow morning at 10 in the Upper Tower of the Hilton. The RCA Recorded Program Services will premiere a number of new radio and TV sponsor sales and promotion features in its Suite 500.

Included in the package is "T.N.T.," the new RCA Theatricals, a new dimension in local radio. The RCA Recorded Program Services, and Production Aids For TV, RCA and radio, is offering a promotion campaign tied-in with the New York World's Fair. This provides discounts on admissions to the 14 attractions in the Lake Amusement Area at the Fair. Visitors to the suite will also be able to hear demonstrations of "Golden Image Station ID and Promotion Campaigns," "Syndicated Radio Mystery and Dramatic Programs,"

(Continued on page 82)

NEW EPIC SINGLES ARE

CLIFF RICHARD

"I'M THE LONELY ONE"

C/W

"I ONLY HAVE EYES FOR YOU"

5-9670



MIDDLE-ROAD SINGLES

Just too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	From this week's Hot 100	Weeks on Hot 100
Rank	TITLE, ARTIST, LABEL	
1	HELLO DOLLY, Louis Armstrong, Kapp 573	9
2	DON'T LET THE RAIN COME DOWN (Grooved Little Man), Serendipity/Singles, Phillips 40175	7
3	MY HEART BELONGS TO ONLY YOU, Bobby Vinton, Epic 9662	7
4	THINE, Brenda Lee, Decca 31599	6
5	WHITE DW WHITE, Danny Williams, United Artists 685	6
6	JAVA, Al Hirt, RCA Victor 8280	15
7	TELL IT ON THE MOUNTAIN, Peter, Paul & Mary, Warner Bros. 5418	6
8	EBB TIDE, Lanny Welch, Cadence 1422	6
9	FOREVER, Patsy Cline, Smash 1887	9
10	BLUE WINTER, Connie Francis, MGM 13214	6
11	SHAMBLA, Robert Maxwell, His R&B, Decca 25622	7
12	NAVY BLUE, Diane Arvey, 20th Century Fox 456	12
13	I LOVE YOU MORE AND MORE EVERY DAY, Al Martino, Capitol 5100	11
14	MY HEART CRIES FOR YOU, Ray Charles, ABC-Paramount 10530	7
15	SHAMBLA, Vic Dana, Dolton 92	3
16	OUR EVERLASTING LOVE, Ruby & the Romantics, Kapp 578	4
17	CHARADE, Sammy Kaye & His Orchestra, Decca 31589	2
18	PINK PANTHER THEME, Henry Mancini & His Orchestra, RCA Victor 8286	2
19	I SHOULD CARE, Gloria Lynne, Everest 2042	2
20	EDITOR CANDY, Al Hirt, RCA Victor 8346	1

YESTERYEAR'S HITS

Change-of-pace programming from your library's shelves, featuring the disks that were the hottest in the last five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP-5 Years Ago
April 13, 1959

1. Come Fly With Me, Fleetwoods, Dolton
2. You're So Fine, Chancellors
3. Pink Shazelles, D. Szeves, Epic
4. It's Just a Matter of Time, B. Benise, Mercury
5. Trapped, T. Wayne, Foreward
6. Never Be Anyone Else But You, E. Melina, Imperial
7. Charlie Brown, Castles, Alco
8. A Fool Such as I, E. Presley, RCA Victor
9. Gutter Boppe Shuffle, Virgilus, Nurd
10. I Need Your Love Tonight, E. Presley, RCA Victor

POP-10 Years Ago
April 10, 1954

1. Wanted, P. Coma, RCA Victor
2. Make Love to Me, J. Stallford, Columbia
3. I Get So Lonely, Four Knights, Capitol
4. Cross Over the Bridge, P. Page, Mercury
5. Secret Love, Doris Day, Columbia
6. Young at Heart, F. Sinatra, Capitol
7. Answer Me, My Love, N. K. Cole, Capitol
8. A Girl, A Girl, E. Fisher, RCA Victor
9. Hero, T. Marlie, RCA Victor
10. Oh, My Papa, E. Fisher, RCA Victor

RHYTHM & BLUES-5 Years Ago-April 13, 1959

1. It's Just a Matter of Time, B. Benise, Mercury
2. Everybody Likes to Cha Cha, S. Conko, Eno
3. That's Why, J. Wilson, Brunswick
4. Charlie Brown, Castles, Alco
5. Come to Me, M. Johnson, United Artists

1. Where Were You (On Our Wedding Day), L. Price, ABC-Paramount
2. Since I Don't Have You, Skyliners, Calico
3. Come to Me, M. Johnson, United Artists
4. Since I Don't Have You, Skyliners, Calico
5. Since I Don't Have You, Skyliners, Calico

PROGRAMMING NEWSLETTER

Jazz D.J.'s Too Far Out?

By BILL GAVIN
Contributing Editor

RADIO PROGRAMMING does not concern itself exclusively with achieving No. 1 ratings. Various types of programming take deliberate aim at smaller audience segments. Country music, rhythm and blues, classics and jazz each attract smaller numbers of listeners than do the so-called pop music policies.



SUCCESS IN SPECIALIZED MUSIC programming requires above all that it deliver a fairly consistent and predictable audience. Then, given a realistic rate card and a hustling sales staff, specialized programming can and does attract enough advertisers to show a comfortable profit.

OF ALL THE SPECIALIZED types of music programming, probably the least understood—and most abused—is jazz. A great deal of jazz programming ignores listener levels of understanding and interest. Too many jazz d.j.'s are completely subjective in their selection of music; they set their own personal taste as the arbiter of what to play, and they pay little attention to the type of jazz that is most in demand, as shown by the sales reports on jazz LP's.

TO RADIO LISTENERS, acceptance of jazz depends on understanding. Like all art forms, jazz is a form of communication. It must say something—must make some sense—to the listener, who then in turn must like what it says. The jazz performer shares with the composer the creative role. He does not merely interpret the music; he adds a new dimension to it, from his own knowledge, feeling and skill. In doing so, he makes use of a certain musical vocabulary which may or may not be widely understood.

THE VAST MAJORITY of today's adults grew up on a musical diet of fairly simple harmonies and rhythms, ranging from nursery songs to the more sophisticated, but none the less elementary.

Broadway musical productions. The diatonic concept, as in the C-major scale, plus a few closely related key changes, as in Haydn and Mozart, are the basic vocabulary that the great majority of radio listeners can understand. Just about the only form of jazz that can express itself in such limited harmonic language is traditional Dixieland. Modern jazz ranges far afield in the realms of polytonality, atonality and the whole tone scale. It follows the pioneering of such classical giants as Hindemith, Bartok, Milhaud, Stravinsky and many others.

TO THOSE WHO HEAR nothing but unpleasant dissonance in such polytonal patterns as B-flat major superimposed on a G-seventh, much of modern jazz is unintelligible. There is, however, a steadily growing number of educated ears which are beginning to make sense out of what the jazz musician is trying to say. Also, among the untutored listeners there is an expanding desire to learn the language.

IF THE JAZZ D.J. presents his show for listeners with varying levels of understanding, rather than for just the thoroughly oriented jazz buffs and musicians, he needs to be something of a teacher as well as a preacher. He must include the simpler jazz forms as well as the more complex ones, following the pedagogical precept of starting out with what the student can grasp, and building from there. Most of all, he must be aware of his subject matter, not only in its historical aspects but also in its current developments. Down Beat is an important jazz-oriented periodical that should be required reading. For practical insights into the problems of being a jazz d.j., Del Shields publishes a monthly Jazz Newsletter that should be helpful. You may write him at 54-7-A Chestnut Street, Philadelphia. Attendance at various jazz festivals, from Newport to Monterey, is highly advisable.

THE JAZZ D.J. may command a much smaller following than his colleagues in the pop field, but their enthusiasm, loyalty and intelligence more than compensates for their small number. Jazz is a rewarding musical experience, both for the listener and for the d.j. who specializes in it.

NEW EPIC SINGLES ARE



THE VILLAGE STOMPERS

"FROM RUSSIA
WITH LOVE"

5-9674

Harlan Howard Launches Own Publishing Firm

NASHVILLE—Harlan Howard, one of Nashville's most successful songwriters, has launched his own music publishing business, with headquarters at 913 17th Avenue South here. Howard, who for the past year has been one of the mainstays with Hal Smith's Pamper Music, said the new publishing company would embrace two newly formed BMI firms, Wilderness Music and Bramble Music. Offices for the companies are located in a building purchased by Howard several weeks ago.

Don Davis has been named general manager for both companies. Prior to joining Howard in the new venture, Davis had his own c.d.w. show on WKMG-TV, Mobile, Ala., for nearly five years.

Howard came to Nashville in June 1960 from Los Angeles, when his "Heartaches by the Number," recorded by Ray Price, was a smash hit, selling over 250,000 c.d.s. and it was then covered by Guy Mitchell and sold more than a million as a pop record. From that point on, Howard's career has been a record of continued song-writing success.

Among his many hits are "Pick Me Up on Your Way Down," "Foolin' Around," "I Fall to Pieces," "You Comb Her Hair," "Second-Hand Rose" and "Busted."

Whited Heads New Big Sound Studios

DAYTON, Ohio—Big Sound Recording Studios, with new and modern facilities for the making of talent, has opened here in quarters at 25 Heid Avenue. Head of the new firm is Floyd Whitely, of Springfield, Ohio, a former record producer for Spangle Records. The Big Sound company maintains its own publishing house, Spangle Music Company, licensed by BMI.

The company will release on its own labels—Prima on pop, rock and roll, etc. Spangle on country and—Reva on gospel. Whited and his staff are auditioning singers and combos for the various labels.

SALES! SALES! SALES!

Bobby Lord

SINGS

LIFE CAN HAVE MEANING

HICKORY 1232

"Betsy & Dupree"

S.W.

"Got My Mojo Working"

Sun 539

Billy Adams

SUN RECORDS

439 Madison Memphis, Tenn.

NASHVILLE SCENE

By LARRY COLE

The new BMI building is taking shape on Music Row and promises to be a real showplace.

Recording Industries Corporation (RIC Records), the newly formed label headed by Joe Cuda, is in full swing, with numerous sessions under way under the direction of Alex Za-

neils. They will have first releases out soon.

Monument Records President Fred Foster and pianist Tupper Swaney were in New York last week, where Tupper recorded his second jazz album for Monument at Atlantic Studios. The Light Brothers, Ronnie and Larry, have their first ABC Paramount release off the ground. It is reported getting strong air play in Nashville, Memphis and Atlanta. The song, "Berry Hill," was written by Ronnie Light, and the session was produced by Felton Jarvis, ABC's Nashville area man.

Doc Whiting, Capa Record chief, was in from Mobile, Ala., last week. While here he cut Johnny Foster and lined up some engagements for some of the Capa talent. Cedarwood's Bill Benny is back on the job after being hospitalized for a period.

John D. Loudermilk and George Hamilton IV have started a new service for fans of Music City's top personalities. They are offering guided tours of the homes of the stars (a la Hollywood), and the venture promises to be a fair Friday and Saturday feature, particularly for visitors to "Grand Ole Opry."

Jim Reeves emceed a highly successful radiothon in Jackson, Tenn., last week for the Tennessee Cerebral Palsy Foundation. His new release, "Welcome to My World," continues to get strong radio play and is reported selling heavily in Atlanta.

30G Damage to Gardner Yacht In Tidal Wave

HOLLYWOOD—The Mildred M, 94-foot yacht owned by country music singer Brother Dave Gardner, was damaged to the extent of \$30,000 when it was caught in the tidal wave which struck the West Coast recently. Gardner's crew was bringing the ship to shore when it was caught in the tidal wave which struck it to run aground at San Lucas, Calif.

In addition to Gardner's heavy loss, there was much disappointment for Gabe and Sunshine Tucker, who had been invited to spend a week's cruise on the yacht. They were waiting the ship's arrival in Hollywood when news of the accident was received here. Tucker, well known in the country music field, is Gardner's personal manager.

Country fans in the Cincinnati area are in for a treat Sunday, April 12, when a package agent Bill Sachs has shifted to new quarters in the Hotel Britton, 55 East 10th Street, New York. Tim declares that Nashville can come to New York. He says there are more guitarists, music men and country singers in evidence than any time he can recall.

Country fans in the Cincinnati area are in for a treat Sunday, April 12, when a package agent Bill Sachs has shifted to

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 4/11/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	UNDERSTAND YOUR MAN Johnny Cash, Columbia 4764	8
2	2	SAGINAW, MICHIGAN Lefty Russell, Columbia 47264	8
3	3	WELCOME TO THE WORLD Ray Charles & Victor 8299	12
4	4	MILLER'S CAVE Bobby Bare & RCA Victor 8294	10
5	7	MOLLY Eddy Arnold, RCA Victor 8296	10
6	8	MY HEART SKIPS A BEAT Buck Owens, Capitol 5161	11
7	9	LONE COOME LONESOME BLUES Buck Owens, Capitol 5161	11
8	5	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	11
9	6	B. J. THE D. J. Stonewall Jackson, Columbia 4289	19
10	10	FIVE LITTLE FINGERS Bill Anderson, Decca 3157	12
11	15	KEEPING UP WITH THE JONESES Marge Singleton & Faron Young, Mercury 72257	5
12	12	AM I MY FLOWER Lefty Russell, Columbia 47264	9
13	13	TIMBER I'M FALLING Faron Young, Capitol 5111	8
14	14	A WEEK IN THE COUNTRY Faron Young, Capitol 5111	11
15	16	CURL FROM SPANISH TOWN Marty Robbins, Columbia 47608	6
16	19	THIS WHITE CIRCLE ON MY FINGER Faron Young, Capitol 5111	11
17	14	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 4289	5
18	11	BEGINNING TO YOU Lefty Russell, Columbia 47264	20
19	28	BURNING MEMORIES Ray Price, Columbia 47971	5
20	24	LOVE IS NO EXCUSE Bobby Bare & RCA Victor 8294	3
21	17	BEFORE I'M OVER YOU Loretta Lynn, Decca 3154	22
22	21	THE PILLOW THAT WHISPERS Loretta Lynn, Decca 3154	21
23	23	EASY COME—EASY GO Bill Anderson, Decca 3157	9
24	27	HE SAYS THE SAME THINGS TO ME Brother Dave Gardner, RCA Victor 8288	12
25	26	BALTIMORE Sonny James, Capitol 5129	3
26	20	D. J. FOR A DAY Jimmy R. Newman, Decca 3153	18
27	30	CHICKASAW Dex & Houston, Epic 9638	3
28	31	WIDOW MAKER Jimmy R. Newman, Decca 3154	10
29	25	WAITING A LIFETIME Walt P. Price, Decca 31487	9
30	34	TOGETHER AGAIN Buck Owens, Capitol 5136	2
31	29	FEEL ME A MANNER Ray Price, Mercury 72204	19
32	32	LINDA WITH THE LONELY EYES Loretta Lynn, Decca 3154	3
33	42	LOOKING FOR MORE '64 Tom McKelton, Capri 1065	4
34	36	THAT'S ALL THAT MATTERS Ray Price, Columbia 47971	8
35	37	THE FILE Buck Luman, Hickory 1739	2
36	—	BREAKFAST WITH THE BLUES Marty Robbins, Columbia 47608	1
37	35	LET'S GO ALL THE WAY Norma Jean, RCA Victor 8281	15
38	47	DOUBLE LIFE Jim Carson, Mercury 5564	1
39	—	THE WHEEL SONG Gary Burr, Capitol 5150	6
40	24	LOVE'S CONNIE LIE HERE Buck Owens, Capitol 5142	30
41	41	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5142	3
42	39	THE LAST TOWN I PAINTED George Jones, Mercury 72253	3
43	44	PASSING THROUGH David Houston, Epic 9638	6
44	45	I CAN STAND IT (As Long as She Can) Bill Price, Decca 3154	5
45	40	NO THANKS, I JUST HAD ONE Marge Singleton & Faron Young, Mercury 72257	5
46	46	BLUE TRAIN (Oh the Heartbreak Line) Loretta Lynn, Decca 3154	2
47	50	DON'T TAKE ADVANTAGE OF ME Bobby Bare, Capitol 5150	1
48	43	THAT'S WHAT MAKES THE WORLD GO ROUND Claude King, Columbia 42939	6
49	49	THE WORLD LOST A MAN Loretta Lynn, Decca 3154	8
50	—	YOU TOOK HIM OFF MY HANDS Marian Wornat, Columbia 47992	1

COUNTRY MUSIC CORNER

By BILL SACHS

The country music package presented recently in Regina, Sask., by CKK Radio in conjunction with Marlin Payne Attractions attracted some 4,000 paid. On the bill were Buck Owens, George Jones, Ernest Ashworth, Roy Clark and Sheb Wooley, of TV's "Rawhide" series. Precedings emceed by CKK's Porky Charbonneau and Ron Andrews. . . . Praise agent Tim Gay has shifted to

new quarters in the Hotel Britton, 55 East 10th Street, New York. Tim declares that Nashville can come to New York. He says there are more guitarists, music men and country singers in evidence than any time he can recall.

Country fans in the Cincinnati area are in for a treat Sunday, April 12, when a package agent Bill Sachs has shifted to

(Continued on page 74)

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"MY GUY"

Motown 1056

THE
CONTOURS
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SINGLES

REVIEWS



SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the Top 50 of Billboard's Hot 100. For the benefit of broadsheeters, Spotlights are broken down into specific programming categories. All contemporary and pop Spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for all contemporary and pop contemporary radio play. Pop Standards Spotlights are records for pop standard and pop contemporary airplay. Programming specialists are other records applicable for programming in their specific category.

Hot Pop SPOTLIGHTS...

THE HOLLIES—JUST ONE LOOK (Premier, BMI) (2:30)—British hit rockin' version of the Doris Troy U. S. hit of some time ago. Flip: "Keep Off That Friend of Mine" (Premier, BMI) (2:03). Imperial 66026

THE ROLLING STONES—NOT FADE AWAY (Nor Va Jak, BMI) (1:50)—Another hot GB group that proves how deep the r.&b. roots have gone over there. Flip: "I Wanna Be Your Man" (Gil, BMI) (1:44). London 9657

THE DRIFTERS—ONE WAY LOVE (Keech, Caesar & Dino, BMI) (2:23)—Hot chops trumpets back the group on this one way to go—up. Flip: "Didn't It" (T. M., BMI) (1:49). Atlantic 2225

SOLOMON BURKE—GOODBYE BABY (BABY GOODBYE) (Pic-luretone-Mellin, BMI) (3:10)—Sweet and soulful singing in slow gospel groove again. Flip: "Someone to Love Me" (Cottillon, BMI) (3:02). Atlantic 2226

SHIRLEY ELLIS—TAKIN' CARE OF BUSINESS (Gallico Music, BMI) (2:19)—Shouts, applause and more nitty than gritty. Flip: "Shy One" (Gallico, BMI) (2:37). Congress 210

JANUARY JONES—TRY ME (Jai, BMI) (2:05)—The lass has had much TV exposure. This one makes her pop radio. It rocks. Flip: "I Cry Alone" (Mansion, ASCAP) (2:34). 20th Century-Fox 476

RIGHTIOUS BROTHERS—TRY TO FIND ANOTHER MAN (Maxwell, BMI) (2:20)—Fellas are cookin' up another Latin Lupe. Flip: "I Still Love You" (Daddy Sam, BMI) (2:35). Moonlong 231

BRENDA HOLLOWAY—EVERY LITTLE BIT HURTS (Jobete, BMI) (2:49)—Big, big blues ballad singing from this new artist. Flip: "Land of a Thousand Boys" (Jobete, BMI) (2:52). Tamla 54094

HOT POP Programming Specials

BOBBY WOOD

If I'm a Fool for Loving You (Gerry Lane-Rek, BMI) 1:26—
"My Heart Went Boine" (Boine) (Deury Lane-Rek, BMI) 1:20, JAY 285

NOREEN CORCORAN

Dreamin' of You (12th, ASCAP) 1:20, VEE JAY 590

VERONICA

So Young (Vener, BMI) 1:25, PHIL SPECTOR 1

THE VENTURES

Fugitive (Little Tuffin, BMI) 1:10—
"Scorchin'" (Dubs, BMI) 1:05, DOLLION 94

SCOTT ORBLY

You're My Dream Girl (Clairde, ASCAP) 1:07, CAPITOL 4103
"Clairde, ASCAP" (Capitol, ASCAP) 1:07

THE PACERS

Don't Get Around Much Anymore (Robins, ASCAP) 1:17, RAYOR-BACK 112

OLAN EDDY

Guitar Child (Vener, BMI) 1:20, RCA VICTOR 835

JOHN ANDREA

Cub! Can I Take You Home (TV, BMI) 1:21, 20th CENTURY-FOX 482

DENISE GARMAINE

Little Late Love (Vere-Edick, BMI) 1:30, UNITED ARTISTS 707

EMOTIONS

I Love You True (Angel, BMI) 1:25, 20th CENTURY-FOX 478

CHUCK WRIGHT

My Young Love (Vener, BMI) 1:30, EMER 1102

THE CRISTONES

So's a Red Motorcycle (Mason, BMI) 1:05, MARKAP 117

INCY BROTHERS

No Line Got (Three Boys, BMI) 1:49, UNITED ARTISTS 714

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel and its programming and sales potential is noted within its category of music reviews as presented for Spotlight singles only.

C.&W. SPOTLIGHTS

ERNEST TUBB

THINK OF ME, THINKING OF YOU (Morris, ASCAP) (2:27)—Thought of a great weeper lyric. Flip: "Be Better to Your Baby" (Tree, BMI) (2:20). Decca 31614

BILL CARLISLE

SHANGHAI ROOSTER (Acuff-Rose, BMI) (2:17)—Happy, hopping barn yard singing sound that might get some pop play. Flip: "Big John Henry's Girl" (Tuckahoe-Painted Desert, BMI) (2:30). Hickory 1254

DARNELL MILLER

THE FLOOR ABOVE YOUR CEILING (4-Star, BMI) (2:10)—The inventive country wingers did it again on this weeper. Flip: "Show Me the Door" (4-Star, BMI) (2:11). Challenge 59241

C.&W. SPECIALS

GEORGE RIDGE

My Black Gold (Glad, BMI) (1:10)—
"The Beaches of the Snow" (Glad, BMI) (1:09), UNIVIS ART. 1575 712

TILLMAN FRANKS SINGERS

Love Up (Starday, BMI) (1:43)—
When the World's on Fire (Peer, BMI) (1:18), STARDAY 670

HAWKSHAW HAWKINS

I'm Begun to Forget (Martina, BMI) (2:40), KING 587

JIMMIE SKINNER

The Cork and the Bottle (Starday, BMI) (2:37), STARDAY 669

LEW RITTER

That Son of a Slopman Fisherman (Tree, BMI) (2:47)—The Gallon's Pale (Vidor, BMI) (1:21), CAPITOL 5159

JAN HOWARD

I'm Here to Get My Baby Out of Jail (Cole, BMI) (1:57)—A Walked 2 Handfuls (Conrad Songs, BMI) (1:10), CAPITOL 5122

JACK SCOTT

Wagon on That (Scott, BMI) (1:10), GORDY'S 8037

FAYE HARKIN & BOB MORRIS

Love's Been Good to Me (Star, BMI) (2:02), CHALLENGE 59240

JAZZ SPECIALS

JIMMY SMITH

The Sermon, Parts 1 & 2 (Jaco, BMI) (5:00 & 5:15), R&B 7072 1879

LES McCANN & THE JAZZ CREATIONS

Blueette (Darless, BMI) (1:55)—
Spanish Caden (Harcus, BMI) (1:24), WORLD-PACIFIC 406

Across-The-Board SPOTLIGHTS...

SKEETER DAVIS—GONNA GET ALONG WITHOUT YOU (NOW Reliance, ASCAP) (2:21)—Cover the current Tracey Day seller. It's got the stuff to make it. Flip: "Now You're Gone" (Moss Ross, BMI) (2:21). RCA Victor 8347

THE BROWNS—THEN I'LL STOP LOVING YOU (American, BMI) (2:14)—All the way back with lovely Browns' sound. Flip: "I know My Place" (Acuff-Rose, BMI) (2:12). RCA Victor 8348

Pop Standard SPOTLIGHTS...

KINGSTON TRIO—IF YOU DON'T LOOK AROUND (Sausalito, BMI) (2:50)—Think and play folk ballad style. Flip: "Seasons in the Sun" (Mars, ASCAP) (2:50). Capitol 5166

HOLLY RIDGE STRINGS—THE FALL OF LOVE (Feist, ASCAP) (2:06)—Surprise hit of the week. "Fall of Rome" theme in contemporary sound. Flip: "Theme From the Seven Days of De Lao" (Miller, ASCAP). Capitol 5165

POP STANDARD Programming Specials

BRANDYWINE SINGERS

Two Little Boys (Joy, ASCAP) (2:55)—
Mandy (Joy, ASCAP) (1:36), JOY 282

GOODTIME SINGERS

Ramble! (Joy Cherry Lane, ASCAP) (1:55)—
Power & Glory (Fall River, BMI) (1:50), CAPITOL 5157

THE BIG THREE

Wishes, Blinks and Nods (Byron, BMI) (1:55)—
The Banjo Song (Manser, BMI) (1:55), TOLLIE 9064

BURL IVES

This Is Your Day (Hally-Port, ASCAP) (2:13)—
Four Initials on a Tree (Pamper, BMI) (1:17), DECCA 31610

JIMMY O'AN

Alexandria (Ranger, ASCAP) (1:30)—
Wait for the Wagon (Ranger, ASCAP) (1:30), COLUMBIA 42021

WOODY HERMAN

A Taste of Home (Songfest, ASCAP) (1:17)—
Hallelujah (Time, ASCAP) (1:22), PHILIPS 40107

LEW DOUGLAS SING

Musette (Frederick, BMI) (1:50), NEWPORT 113

BOBBY GORDON, HIS CLARINET & STRINGS

Paper Doll (Marks, BMI) (1:10)—
Viola (Reister, ASCAP) (1:34), OECCA 31613

KNIGHTSBRIDGE ORK

My Guy's Come Home (Shapiro-Bernstein, ASCAP) (1:55)—
How in My Heart (Mellin, BMI) (1:51), PERIST 45

VILL TORNE

I Know Your Heart (Crownwell, ASCAP) (2:33)—
You'd Better Love Me (Crownwell, ASCAP) (1:21), COLUMBIA 43022

JANE MORGAN

From Bush With Love (Lart, BMI) (2:47)—
Some From Musician Range (Gower, BMI) (1:40), COLPIX 327

KING'S ALLEY BANO

King's Alley (Shapiro-Bernstein, ASCAP) (1:10), 4 CORNERS 102

BILLY VAUGHN

The One Rose (Shapiro-Bernstein, ASCAP) (1:33), DOD 16044

JON EARLY

The Best Man (United Artists, ASCAP) (2:45), UNITED ARTISTS 717

TRACK RECORDS

A selection of best tracks from the hottest LP spotlights

HOT POP

JIMMY SMITH

WHO'S AFRAID OF VIRGINIA WOOLF? (Avant Garde, ASCAP) (4:20)—From LP (Verve 8583)

TEMPTATIONS

PARADISE (Jobete, BMI) (2:49)—From LP: "Meet the Temptations" (Gordy 9111)

POP STANDARD

STAN GETZ-JOAO GILBERTO

CORCOVADO—From LP: "Getz-Gilberto" (Verve 8545)

C.&W.

HANK WILLIAMS JR.

YOUR CHEATING HEART (Fred Rose, BMI) (2:10)—From LP: "...Sings Hank Williams" (MGM 4213)

An Exciting NEW Single from
RICK NELSON

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THOUGHT
OF YOU**

c/w

I WONDER

(If Your Love
Will Ever Belong To Me)

31612



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These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major markets; listed in parentheses

DIANE . . .

Beachtels, London 9639 Miller ASCAP (New York)

BEATLE TIME . . .

Livers, Constellation 118 Jani BMI (Chicago)

FROM RUSSIA WITH LOVE . . .

Village Stompers, Epic 9674 Unarr. BMI (New York)

ALL YOU HAD TO DO (Was Tell Me) . . .

Chris & Kathy Monogram 517 (Sherman-DeVoson, BMI) (Los Angeles)

YO ME PREGUNTO . . .

Vahags, Parkway 904 (Survey BMI) (New York)

GOODNIGHT MY LOVE (Pleasant Dreams) . . .

Boy Peterson, RCA Victor 8333 (Quintet House of Far View, BMI) (Miami)

WHERE ARE YOU . . .

Dupres, Coud 591 (First, ASCAP) (New York)

MUSIC AS WRITTEN

MECHELEN, BELGIUM

Belgium's No. 1 singer Adam was in London to record four sides in English. Cliff Richard and the Shadows will play Belgium in May. Ray Charles and the Ravelets will be star attraction at the annual Jazz Festival at Comblain la Tour August 8 and 9.

JAN TOREN

SYDNEY

Roulette recording artists Emery, will be coming to Australia in April. One of Australia's most successful instrumental groups, the Jay Boys, have released their first original album titled "The Surfing Man" on Jovis. Festival Records acquired from P. I. V. Enterprises, New York, original masters of the late Pat Walker and will release an album package featuring some of the artist's most requested numbers, such as "Deep River" and "Frank and John's." The album is now Pat Walker Original.

GEORGE HILDER

MANILA

The many-faceted talent and showmanship of the country's leading chanteuse of English and Spanish songs, Pilita Corrales, showcased for the first time in an LP "Pilita Corrales sings 'A Million Thanks to You' and Other Philippine Hits." This is an initial venture of Vitar Records to record songs written by Filipino composers. Popular composers whose works are featured in the new LP are Mike Velarde Jr. (who composed the internationally famous "Dahil Sa Iyo" which is included in Jerry Vale's LP by Columbia "Language of Love and named 'Your Love Is Mine'), Pastor de Jesus, Constantino de Guzman, Resto Umali, Josefine Central, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

LOUIS MA TRINIDAD

VIENNA

Gunter Brabner signed contracts with Cliff Richard and the Shadows for a one-night stand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U.S. country and western music will be interpreted for the first time over

radio. Starting Anita Carr, Bobby Baux, Chet Atkins, Jim Reeves and The Bluebelles. The Paul Anka show hit Austrian teenagers on March 11. April 4 and 5, Mariene Dietrich will give a special performance at the Vienna Concert House. Producer Gerhard Mendelson arrived in Nashville March 12 to host Lady Day discussions with Connie Francis. Mendelson will be accompanied by German composer Werner Scharfberger. Austrian singer Lilla Lullu's renewed contracts with Polydor for another two years. Gino Piovolo made new wavings in Milano, Italy and was quite a success in German TV. His latest German disk "Signorina Signorina," has been a phenomenal tower here. FRED ZILLER

WARSAW

The first Polish-made stereo phonograph is available here. It is a high-quality unit at an equally high price, \$218. But work is in progress on a more economical machine. Some of the best albums ever released in this country have been issued here. The three LPs were recorded at last year's Jazz Jam-boree and features U.S. jazz men Kenny Drew and Johnny Griffin as well as groups from Britain, Denmark, and the country. The Beatles have had their impact here. A number of Polish rock groups are patterned after the British. One of the Darzany group (Wild Ones) and Chochob (the Scorpions). Sasha Distel used here in May, Helen Shapiro in October and Peter Seeger tour April 1.

ROMAN WASHKO

DUBLIN

Leading British songwriter Micle Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. Tony Boland hosted a reception to launch his new exploitation disk, producing firm, Tempo Productions. Pic's second Top 6 EP, which coincidentally used cover versions of only LHM hits this month, seems set to hit the charts. Second single by Butch Moore and the Capital Shambles, "I Miss You," and another Phil Coulter composition "His 'Twain Time' continues to hold a high chart position. Irish Record Exchange has issued track album of The Cardinal, which will open for a season at Dublin's Metropolitan Easter Sunday. Dickie Rock and Butch Moore did guest

FROM LIBERTY WITH LOVE

HOLLYWOOD — The post office hereby flooded with Russian postcards, courtesy of American ingenuity Liberty's national promotion manager Ted Feigin had 4,000 postcards mailed from Russia. One showing a Russian cathedral and a censored message promoting St. Zentner's new "From Russia With Love" single.

Thirty-five hundred of the cards were sent to radio people, with the remainder to distributors, sales and promotion men. Single is from the Ian Fleming mystery film.

shots in Radio Eitann's "Sing for Your Supper." George O'Reilly held a reception for Dermot O'Brien and the Clubmen, whose "I Want to Be Where You're Going to Be" was released through EMI (Ireland, Ltd.) on the Envoy label.

Death occurred in Dublin of band leader Jack Barrett, who managed the Big Four until recently. He was about to launch a new group, the Everglades. KEN STEWART

HAMBURG

In Hamburg the Association for Motion Picture and Television Music was formed. A leading German music libraries are members. Alfred Schacht, Hamburg, has been elected president. R. G. Whittington, European manager of Mercury Records, visited Germany and had talks with several independent producers. Conductor Karl Boehm was contracted exclusively by Deutsche Grammophon. The Beatles were given several radio spots in May in West Germany. For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. The popular French singer Sylvie Vartan made her first German recording for RCA in Berlin. Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TORMEY

ADVERTISING IN
BUSINESSPAGES
MEANS BUSINESS

Billboard

APRIL 11, 1964

Billboard

1964 RADIO PROGRAMMING GUIDE

The Techniques,
The Talent
and The Product
for Effective Radio
Programming

The Denny McMiller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

thorium and City Center April 6. Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kalo, the Hall Brothers, Danny Richards, Patti Lynne, Windy Smith and Lloyd Howell. Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb. and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McLaughlin and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

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LIVING GUITARS

ANDRE KOSTELANETZ

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VICTOR	GLENN MILLER/BEHEKE	CAPITOL
LIBERTY	PETER MERO	ICA VICTOR
DECCA	THE MUTTY SQUIRRELS	ICA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
ICA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MEXOLI	VESUVIUS

P.S.: For free piano solo or
vocal version, write:

DUCHESS MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under
and like it's happening in... Chi
Det. . SF LA & DC
(IT'S WILD)

AND IT'S FROM



A19 #7386

JACK'S LATEST AND A
BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

203 South Washington Avenue
Bergenfield, New Jersey

RTS . . . NO
NO BUBBLING
ST RECORDS
WEEKS
'SETTE'
S THIELEMANS

AT THE
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SEE THE
 COMPLETE

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ROOM NO. 4
 TV LOUN
EDEN ROC | **AF**

BREAKOUT



THE NO. 1 RADIO STATION SERVICE*

The recording industry supplies the largest single programming ingredient for most stations across the country. Columbia Records is the leader that provides the best broadcast service in the business. Through many exciting innovations, we have managed to ease the never-ending problems encountered by program directors, disc jockeys and record librarians. At the same time, we continue to seek ways to improve upon our successes. By our constant effort to build new artists we assure a steady flow of star names for airing in the future. Radio, in turn, exposes a performer's talents and recorded material to the public. This intermingling of two closely allied industries calls for ever-closer cooperation with mutually beneficial results for both.

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

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Her impact
 in Israel is "incredible!"
 See her
 hit here
 on

RCA VICTOR

Play! The most trusted name in sound (S)

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

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CHRISTIAN TOERNLEFF

ADVERTISING IN
BUSINESSPAPERS
 MEANS BUSINESS

Billboard 1964 RADIO-TV PROGRAMMING GUIDE

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NAB RADIO PROGRAMMING EDITION—

This year's Radio Programming Guide is endeavoring to provide as much programming material of both a musical and non-musical nature as possible to air small and large stations in their day-to-day programming. New this year are features listing effective and successful community affairs projects conducted during the past year by stations. Another innovation is the radio-TV contest exchange, which, we hope, will conjure up some other creative ideas among our radio station readers.

With more and more radio stations utilizing syndicated programming services, jingles, drama, production aids, etc., there is a complete list of packages offered and where they may be obtained.

We at Billboard have tailored this special edition far broadcast programmers in a continuing effort to better serve this most vital industry that is so closely associated with the music industry.

April 11, 1964 • Billboard 1964 Radio Programming Guide

BELIEVABILITY is built into BILLBOARD

People believe what they read in Billboard. They may not know that we have more people researching and writing and reviewing than any of the other publications. It's not really important . . . to them.

What is important is what appears in print. And what is printed in the issue this week or any week is all part of a plan to help readers. This is important to us.

We help our readers because they tell us so. We print more helpful information, more news, more facts, more profit-making and programming services. And we are always adding more exciting, helpful features and services.

That's why more people buy Billboard. They know they get more help. When readers are helped, so are advertisers. That's why more advertisers use Billboard . . . this week and every week. They know more people see their message in Billboard. They know that people believe what they see and read in Billboard. That's believability.



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by Brother Jack McDuff

45-299

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(IT'S WILD)

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ATH. #7784

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PRESTIGE RECORDS

700, South Washington Avenue
Birmingham, New Jersey

RTS . . . NO NO BUBBLING ST RECORDS WEEKS 'SETTE' S THIELEMANS

AMOUNT	LES McCANN	WORLD-PACIFIC
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AT THE
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 COMPLETE
CRYOVAC
 AND THE ALL NEW CO
FAMOUS M
OVERWRA
 LP ALBU
CRYOVA
EXHIB
 ROOM NO. 4
 TV LOUN
EDEN ROC | **AP**



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 CELEBRITY
 SUITE**

CONTINUOUS LIVE ENTERTAINMENT

NAB CONVENTION · APRIL 5-8

APPEARING IN PERSON

Duke Ellington	Hildegarde
Roy Hamilton	John Hammond, Jr.
Warren Covington	Marco Rizo
Ernest Tubbs	Texas Traubadours
Margie Singleton	Claude Gray
Richard Maltby	Roy Drusky
Kai Winding	and other special guests

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- SY OLIVER
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- DUKE ELLINGTON
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NAB CONVENTION · APRIL 5-8

CONRAD HILTON HOTEL · CHICAGO, ILLINOIS

28

Billboard 1964 Radio Programming Guide • April 11, 1964

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*Bill Gavin Record Survey, January 1964

COLUMBIA • MCA • NEW PRINTED IN U.S.A.

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 MEANS BUSINESS

COMMUNITY AFFAIRS PROJECTS

Broadcasters have long been aware of their responsibilities to the communities they serve. Responsible broadcasters realize that the ultimate success of any broadcasting or telecasting operation depends on the degree of acceptability the station has in the market. The FCC has also done much to encourage stations to be more aware of serving the public's convenience and necessity resulting in a strong increase in aggressive, creative and active public service programming and station promotions.

For the first time this year, Billboard is including just a few of the many outstanding public service-Community affairs projects successfully undertaken by radio and TV stations across the country. It is hoped that by highlighting these exemplary efforts other stations may derive ideas for their own public service ventures or the adaptation of another station's project for their own market.

K-5 Project

When recent studies revealed possible dangers of cigarette smoking, KFIV radio (Modesto, Calif.) embarked on a project to recruit "Teens Against Nicotine." The station distributed a small card to 5,500 junior high school students. The school with the largest membership in the "Anti-Nicotine" club was awarded an American Heritage Junior Library. The station subsequently included educators, parents, parent-teacher groups and members of the clergy in the over-all promotion.

Penny-a-Month Campaign

KDKA radio (Pittsburgh) and its listeners have proved again that "if you watch the pennies, the dollars will take care of themselves," as the station reached a new high of \$27,053 in its annual "Penny-a-Month" fund-raising campaign for Children's Hospital. In order to express their gratitude to the thousands of persons who have contributed to the project that asks for only 12 cents—one penny for each month of the year—from each donor, the staff and talent of the station hold a traditional "Thank You Day" and air their thanks throughout the day. By asking for a small amount the station has discovered that many persons give to the fund who might not otherwise do so. In addition, a number of special events were staged by the station to aid the campaign. A gala

film premiere, record hops, a "Penny Countdown" at three suburban shopping centers, were just a few of the special events.

All Heart

WDGY radio (Minneapolis-St. Paul) pledged itself as a major selling force for the Heart Fund in February, the official national heart month. WDGY air personalities along with the station manager, promotion director, visited 40 youngsters at the University of Minnesota Variety Heart Hospital on Valentine's Day. Generous numbers of valentines, received by the station during a Valentine contest, were presented to each of the youngsters, along with a red carnation. The WDGY deejays became auctioneers for the Heart Fund at a Pie Auction held at a shopping center. Shoppers were invited to bid on the pastry with the proceeds donated to the Heart Fund. As a follow-up the deejays competed in a pie-eating contest following the auction.

Educational Loan

A 21-year-old Negro youth has been made the first recipient of an educational loan in the student loan program established by WCKT-TV (Miami). The youth was selected by a committee made up of prominent educators and civic leaders. The loan enabled the youth to continue his education.

Scholarship

A Washington, D. C., high school senior walked off with the Kinney Coordinator title and a \$1,000 scholarship to any college of her choice when a panel of leading educators picked her over 50 contestants from the area. The contest, co-sponsored by Milt Grant and his Teen Network and the Kinney Shoe Stores, was the climax of a year-long-on-the-job training program for the 50 teen-age contestants—each representing a different school in the area. The girls worked after school and on weekends as fashion coordinators at the 15 Kinney stores and as teen reporters on the Teen Network's four radio stations, WINX, WEEL, WAVA, and WPGC. Their first job experience—the girls in addition to earning money for college expenses, gained valuable experience in both radio and in the selling field. Grant hopes to make this a continuing on-the-job training program for the youth of the area, in line with the

President's program for youth opportunity and job placement. The contestants were judged on the basis of scholarship, aptitude, achievement, potential, leadership and personality.

Safe Driving

KYW radio (Cleveland) presented a series of public service announcements titled "Portrait of a Traffic Statistic." Programmed 20 times per day, the spots are voiced by members of the Cleveland Accident Investigation Unit who describe some of the worst accidents they have encountered. Their accounts deal with the most violent and tragic fatalities and injuries caused by driver and pedestrian negligence.

Fund Raising

WLS (Chicago) in a giant fund-raising campaign for the United Cerebral Palsy Association launched the Frankie Avalon House Parties. What is a Frankie Avalon House Party? WLS has the answers in a attractive kit that is mailed to each inquiring WLS listener. The kit, endorsed by the UCPA National Teen Age Chairman, Frankie Avalon, gives party suggestions along with ways to raise money for the 21,000 persons afflicted with CP. Pictures of WLS air personalities and Avalon accompany suggestions in the kit for dance step contests, novelty auctions, gourmet treats and free soft drinks to start the party.

An incentive is directed at the party hosts and hostesses. For every \$10 raised at their parties, each receives a free ticket to a special theater party in downtown Chicago attended by Avalon. Hosts at the theater party are given an opportunity to win a trip, and other gifts. In addition WLS deejays visited many of the parties.

Scouting Committee

Four radio and four television stations have formed the Broadcasters Committee for Scouting to provide Boy Scout opportunities for youngsters from densely populated neighborhoods in the city who might otherwise be unable to participate. Committee work was coordinated by the Chicago Area Council. Stations WBMM-TV, WBKB, WCFB, WGN-TV, WGN, WIND, WLS and WNBQ provide assistance beyond the level of public service announcements. The project has received widespread praise from Chicago community leaders.



"GREASE MONKEY"

by Brother Jack McDuff

45-799

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A10, 4739A

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

205 South Washington Avenue
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NO BIBBLING
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April 11, 1964 • Billboard 1964 Radio Programming Guide

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LIBRARY WITH LAMPS
LIVING ROOM, DINING ROOM

LEAD DER
MARTIN DENNY
PETE TENNY
EDDIE NAZEL
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KNUZ (Houston) tied in with the Texas Trucking Industry and the Houston Junior Chamber of Commerce during the Labor Day holiday to help curb traffic problems and alert the public of the dangers and the services for motorists in distress. The station cleared air time for some 40 mobile telephone reports direct from volunteer highway patrolmen who patrolled the streets and highways over the holiday. Some 50 advance safety promotion spots were used by KNUZ preceding the holiday period to let motorists know of the Holiday Road Patrol and the Javees services. During the Labor Day and Fourth of July holidays the volunteers patrolled 14 different highways in and out of Houston, where they assisted hundreds of motorists with flat tires, mechanical breakdowns, traffic accidents, empty gas tanks and simple loss of direction.

More Highway Safety

Recorded safety messages by Atlanta's traffic court judges for WSB radio's year-round safety campaign brought praise from Atlanta's Chief Judge and from other officials and listeners. The announcements by judges point out specific laws and ordinances which deal with everyday driving.

Operation Alphabet

WFIL-TV (Philadelphia) won a national citation from the General Federation of Women's Clubs for "responsibility" in helping men in aiding the cause of literacy and thereby helping to bestow one of the basic human rights through the station's "Operation Alphabet" program series. Since WFIL-TV first aired the programs in 1960, the series has been made available free of charge to stations throughout the English speaking world to help teach people to read and write.

Law Enforcement Salute

Among the radio and TV stations that successfully used the public service promotion of saluting a law enforcement official include WTVJ (Miami), KMBC-TV (Kansas City) and WOOD AM-TV (Grand Rapids). WTVJ awarded a plaque and \$50 saving bond monthly to an outstanding law enforcement officer in surrounding counties via the WTVJ program "Lawbreaker."

Proper and immediate application of first-aid procedures earned KMBC-TV community service award of a wrist watch and silver bowl mounted on an inscribed walnut base for a Kansas City patrolman. The station has

similarly honored firemen and other public officers on a regular basis.

The Time-Life Stations in Grand Rapids, working with the West Michigan Law Enforcement Association, selected five for a final judging. From these five, one was selected by all three judges comprised of top State officials. The WOOD AM-TV award is open to any law enforcement officer below the rank of sergeant.

Public Service Awards

More than 500 leaders from government, religious, educational and charitable organizations attended the First Annual WIP Public Service Awards Luncheon held in October in Philadelphia. The luncheon was a mass salute to those organizations and individuals who have given their time, energy, and talent in behalf of civic endeavors.

The awards were presented in six categories: Armed Services, Education, Health, Welfare, Religion, Commerce and Industry. Judging was done by top-ranking federal, State and city officials. The project was conceived by WIP's Vice-President and General Manager Harvey Glascock. Awards were designed to foster better "creative co-operation" between WIP and other public service organizations wishing to use its facilities.

Use the Competition

Radio Station WNEW was awarded the Editor & Publisher citation for "effective newspaper advertising" for the Metromedia station's unique newspaper advertising campaign built around its "What's NEW" column that appears in at least four Manhattan newspapers each week. The 15-line, two-column advertisement have run each week since June of 1963.

Schoolscope

WABC (New York) added this fall a five-minute, Monday through Friday, high school report, "Schoolscope" aired at 9:35 p.m.

Focal Point

Noteworthy among the more expansive, energetic and effective public service projects conducted by radio and TV stations is the Focal Point projects conducted by several Westinghouse Broadcasting Company radio and TV outlets. Designed to focus the individual station's power and influence, as well as the minds of the community, on a major area problem, the project takes different forms in each market. For example, in Pittsburgh, KDKA radio and TV concentrated on the unemployment problem plaguing the area. The stations carried their

microphones and cameras into the surrounding communities for the subsequent town hall meetings in which the comments of government officials and the populace were aired. This series of regional broadcasts were only a part of the station's year-long efforts to create a community awareness of the jobless situation and to seek solutions to one of the tri-State's most pressing problems.

Ten-age Cabaret

WGH radio (Norfolk) has received special recognition from the city of Virginia Beach for its part in conducting Ten-age Cabaret dances at the Virginia Beach Civic Center. WGH deejays appeared as master of ceremonies at these weekly dances that began last spring and have attracted an average of 300 teen-agers each time they were held. Small tables with candles create a candlelit atmosphere at the dome civic center. Planned first as a summer activity only, the cabaret has become a year-round event.

Basketball Anyone?

WSAI radio's basketball team has a dual purpose in Cincinnati. 90 percent of the money raised at these ball games goes directly to the High School Athletic Fund. The remaining 10 percent has been diverted to the WSAI Scholarship Fund. At the end of the season the station had more than \$1,000 in the fund and divided it into five \$200 scholarships awarded to outstanding students in the station's listening area. The awards were made at a Science Award Banquet held in late spring.

Entertainment Bureau

WJRX has set up an Entertainment Bureau designed to provide talent to North Jersey organizations. Operated under the supervision of a licensed woman American Guild of Variety Artists agent, the Bureau will have available all types of acts, from circus to an orchestra, including emcees, magicians and clowns, and will be a clearing house for a complete assemblage of talent.

Of Special Interest

Three Omaha television stations—WOW-TV, KMTV and KETV—began in November to publish and distribute a monthly bulletin entitled "Of Special Interest" for distribution to all 100 teachers in the Omaha Public School System. The bulletin lists both local and network informational, educational, religious and outstanding entertainment programs of special interest to teachers, clerics and community leaders.

(Continued on page 65)

Billboard 1964 Radio Programming Guide • April 11, 1964

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*Bill Gavin Record Survey, January 1964

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CHRISTIAN TORNLEFF

ADVERTISING IN
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RADIO-TV CONTEST EXCHANGE

Here are some successful contests run during the past year by radio stations from coast to coast (including Hawaii, Alaska and Canada) that may prove of value and interest to Radio and TV program directors, promotion managers and disk jockeys.

Sing Along

KUDL (Kansas City) conducted a Singing Good Guys Kudle-test whereby each of the air personalities sang a current hit or "oldie." Listeners were asked to vote for their favorite d.j. singer and at the conclusion of the contest, each "Good Guy" picked a card from those submitted and the winners received a prize. Even the winning d.j. won a prize.

"Sucky Singer"

The CKY (Winnipeg) "Good Guys" recorded individual records, and they were featured on a rotating basis at the rate of one an hour for two weeks. Listeners were asked to vote for the d.j. who was LEAST likely to succeed as a pop singer. The winning(?) "Good Guy" receives a lifetime Contract NEVER to record for Quality Records. He also picked a person from those who voted for him to receive a similar contract and \$100 in cash.

More Sing-A-Long

KDKA (Pittsburgh) "Sound One" contest has all 10 station air personalities humming, singing or playing a musical instrument to the tune of KDKA's call letter jingle. Listeners were asked to identify the person "sounding one for the Sound One."

April 11, 1964 • Billboard 1964 Radio Programming Guide

WIBBAGE Word Game

This contest has listeners listening every hour for the different "Wibbage Word" while special operators make calls throughout their signal area asking, "Do you know the Wibbage Word?" The listeners responding with the correct word for that hour receives a prize.

"Cupid Contest"

This contest was inspired by WWDC (Washington, D. C.) radio disk jockeys who, upon learning that one of their own was a bachelor, launched a campaign imploring Washington area girls, single, ages 18 through 35, to write in and tell why they wanted to be wooed by the "lone WWDC bachelor." The winning gals receive prizes and a night-on-the-town with the bachelor. Loads of promotional possibilities with this one. Check WWDC for the other details.

Mystery Voices

WNJR (Newark) invited listeners to identify five well-known personalities and their voices were played numerous times throughout the day. Clues were added as the contest progressed.

Bus Contest

A recent WABC (New York) contest offered a seven and one-half ton prize to the charity or institution that could present in 77 words or less the most valid reason for needing a bus. Winner was the Cerebral Palsy School serving Nassau County. The 35-foot bus, formerly used by the station as a mobile unit, was a natural for transporting children confined to wheelchairs. Great public service angle here, too!

Kookiest Contest

KFJZ (Fort Worth) wanted to find out just who would be kooky enough to try to bake the biggest cookie! Plenty of tie-in possibilities for stations on this one.

Get Out of Town

To enter WJZ-TV's (Baltimore) "Get Out of Town" contest, viewers were asked to fit names to pictures of a dozen top stars who would be appearing on Channel 13's new "Early Show." In addition, contest entrants were to include a short statement as to why he or she would like to get out of town. The winner did just that, at WJZ-TV's expense.

Call a Friend

All listeners to WNAC (Boston) had to do to enter this contest, and they could enter as often as they wished, was to send in a postcard with their name, address and telephone number and the name, address and telephone number of a friend who listens to WNAC in case of any of the station's air personalities. One lucky card was selected each hour and the friend phoned by a d.j. If the friend knew the "phrase of the day," which changed each day, then both people won duplicate prizes.

Ground-Hog Contest

When a radio station conducts a contest completely out of its coverage area, through the facilities of another station, that's news! WSPD (Toledo) conducted a Ground-Hog Day contest over WPME, exclusively for Panxutawney listeners. WPME listeners were awarded transistor radios

(Continued on page 34)

31



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in . Ch. . . Del. . . SF . . LA . . & DC. (IT'S WILD)

AND IT'S FROM



45-2796

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

700 South Washington Avenue
Hempstead, New Jersey

RTS . . . NO
NO BUBBLING
ST RECORDS
WEEKS
:SETTE'
S THIELEMANS

DUP ALABAMA
1808 WEST END BLDG
NASHVILLE, TENN

BRUNSWICK 1000
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LENNY DEL
MARTIN DENNY
PETE FONTANA
EODIE HAZEL
LIVING GUITARS
ANDRE KOSTELANETZ

AMOUNT LES MCCANN
VICTOR GLENN MILLER/RENEE
LIBERTY PETER HERO
DECCA THE MUTTY SQUIRRELS
LIBERTY JIMMY SMITH
CORAL ART VAN DAMME
COLUMBIA SARAH VAUGHAN
RCA CAMDEN GERALD WILSON
COLUMBIA GINO MESCOLI

P.S.: For free piano solo or vocal version, write:

DUCHESSE MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

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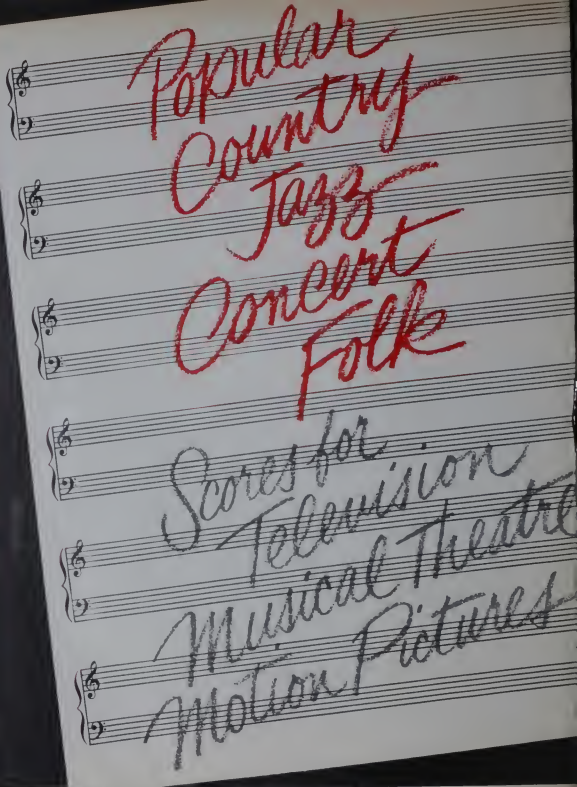
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COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

© COLUMBIA BROADCASTING INC. PRINTED IN U.S.A.

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PRESTIGE RECORDS

703 South Washington Avenue
Bergenfield, New Jersey

Today's many worlds of music
are the result of an opportunity provided
by BMI for thousands of composers,
writers and publishers to be heard,
to be treated with dignity and respect,
and to share impartially
in the economic rewards
of their talents.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



BROADCAST MUSIC, INC.

OUR ALBERTA
1808 WEST END BLDG.
NASHVILLE, TENN.

... and RCA Victor
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DUCHESSE MUSIC CORPORATION

322 W. 48th STREET

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for the best answers to the question: "Will the ground hog see, or not see, his shadow; and why?" For its own listeners in the Toledo area, WSPD awarded "Personal Ground Hogs" (a two-pound package of pork sausage) for the best 100 letters in answer to the ground-hog question.

How Long Contest

Radio KING (Seattle) asked its audience to guess how long a six-transistor radio would run on four standard flashlight batteries. Winner received a radio, a 45 rpm record player, a three-band ten-transistor radio, and a six-transistor cordless table portable radio. Natural tie-in for appliance dealer or radio manufacturer. Incidentally, radio played for 1,487 hours.

Secret Sentence

In a series of contests, WSB (Atlanta) listeners are asked to supply missing letters to complete specific words in a sentence. Most appropriate words are the ones sought. The sentence changes weekly with the value of the prize increasing in proportion to length of time the contest goes unanswered. Starting at \$10 the first week, the prize increases \$10 weekly until there is a winner or until the prize reaches \$100. E.s. Remember: it's not also what you gave or did but also what you did when selling the March of Dimes story.

Record Artist Contest

WNAX (Yankton) conducted a contest asking their listeners to guess how many Lawrence Welk records were played on the station from January 1, 1958 to January 1, 1963. WNAX airs a regular "Lawrence Welk Show." The winner was invited to meet Mr. Welk and received many prizes. Stations could tie in this idea with most any record artist.

Can-teat

The Milwaukee Journal Television Station, WTMJ-TV, conducted a contest in conjunction with an advertiser. The contest involved ideas for the best use, practical or decorative, of a Butter-Nut Coffee can and entries could consist of the actual article created from coffee cans or a drawing of the article. The 130 prize-winning entries were later put on public exhibition at WTMJ-TV's studios.

Part Crashers

Here's a wild one from KRLA (Los Angeles). The station invites listeners to send in postcards informing them of an upcoming party. The KRLA Party Crashers select several cards,

and "crash" those parties with records, theater passes and other assorted goodies and prizes.

Lucky Pumpkin

WENE (Endicott, N. Y.) ran a "Lucky Pumpkin Hunt"—pumpkins were attached to trees throughout the area. Listeners were asked to remove them, look on the reverse side for special numbers and win prizes awarded at the station.

Calendar Capers

This features 10 different contests, say the boys at WSAI (Cincinnati). Each contest has a sample puzzle done by the station's "Big Three." Sample, code word, "Mother's Day" (jingle). "Take a holiday in July; add the day before Father's Day; subtract the day before Father's Day; and add the first Saturday in May." Holiday in July (4); day after Mother's Day—11th; subtract day before Father's Day; 20th; add first Saturday in May. 2nd, answer is 3. Listeners have to mathematically obtain a number from the above. Five dollars awarded to earliest postmark with correct answers.

Christmas Card Contest

All the WNAC (Boston) listener had to do to enter was to give in 20 words or less their Christmas message, plus name and address. The station awarded five Birch hillboards to the winners. Each of these painted boards in the Greater Boston area are 50 feet long, 12 feet high and cover 600 feet in all. What a Christmas card!

Jitterbug Contest

WJZ-TV, during the Buddy Deane Show, conducted a six-week jitterbug contest with three couples appearing each day Monday through Thursday. Viewers were asked to vote by mail for their favorites. On Saturdays, a weekly champion was selected for the four daily winners. During the final week impartial judges selected three winners from the finalists. Trophies and cash prizes were awarded. Contest could be adapted to once-a-week TV dance party show.

Quickie Quiz

In the Quickie Quiz contest conducted by KYW (Cleveland) five names were selected at random every day from the area telephone directories. Listeners were asked if they knew how much money was in the "Quickie Quiz" jackpot. Those who know won the money.

Scavenger Hunt

For 15 days, WSAI (Cincinnati) asked its listeners to gather items for the

hunt—one item per day—starting from an old 78 rpm record to a Hoover or Nixon Presidential button to a 1961 Cincy Red Sox Baseball Scorecard. On the final day, the last item was announced—a 1937 automobile license plate from Ohio, Indiana or Kentucky. Listeners were then asked to bring their items to four listening stations around Cincinnati, including WSAI. The station maintained a mobile radio communications system between locations to help determine which listener arrived first.

School Split

KFIZ (Fort Worth) opens this contest each year to junior and senior high schools. Students sign petitions and have others sign petitions for their school. The school with the most signatures at the end of the contest wins a big show and dance for their school exclusively. The prize is presented by the station. Parents have fun with this one too, helping their youngsters obtain signatures. Keeps KFIZ with the whole family.

Hipponary

Stations near and far are using Elliot Horne's "Hipponary" (Simon & Schuster Co.). It works this way: A station deejay draws from postcards sent in, plus a name at random from the telephone directory. Each person called is given a phrase from the "Hipponary" info and asked to identify same. Winners can win the book or other items as prizes for being "hip."

Savings Account Contest

Here's one stations can tie in with a local saving & loan company. WSB (Atlanta) asked listeners to identify by sound the correct amount of money heard falling into a bowl on mike in a Savings Account contest. The winning estimate received the exact amount used in the demonstration to be deposited in a saving account at a local saving & loan association, co-sponsors of the contest.

Sound Alikes

While writing about sounds and MSB, here's another one from the deep South. A WSB deejay featured a different song each morning recorded by a "sound alike" voice of Bing Crosby. A listener managed to identify three of five voices to win the prize. Voices heard for the five-day period were Mike Holiday, Dick Todd, Jack Harris, Bing Crosby, and Mike Holiday again. A music director or program director with a "good ear" for records could run several of these with various recording artists.

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

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The Fastest Rising Album Yet

THE MANY MOODS OF TONY

THE LITTLE BOY
WHEN JOANNA LOVED ME
SO LONG, BIG TIME!
THE KID'S A DREAMER
I'LL BE AROUND
SOON IT'S GONNA RAIN



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CORAL	ART VAN OAHME	COLUMBIA
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NEW YORK, N. Y. 10036

MOST PLAYED ARTISTS

MALE VOCALISTS

1. Bobby Vinton
2. Frank Sinatra
3. Elvis Presley
4. Andy Williams
5. Nat King Cole
6. Steve Lawrence
7. Tony Bennett
8. Ray Charles
9. Rick Nelson
10. Al Martino

FEMALE VOCALISTS

- (TIE) 1. Connie Francis
- (TIE) 1. Brenda Lee
3. Lesley Gore
4. Peggy Lee
5. Eydie Gorme
6. Skeeter Davis
7. Elio Fitzgerald
8. Nancy Wilson
9. Doris Day
10. Peggy March

SINGING GROUPS
and/or DUOS

1. Peter, Paul & Mary
2. Beach Boys
3. Four Seasons
4. Beatles
5. Four Freshmen
6. April Stevens & Nino Tempa
7. Kingston Trio
8. New Christy Minstrels
9. Roy Conniff Singers
10. Steve Lawrence & Eydie Gorme

INSTRUMENTAL GROUPS

1. Village Stompers
2. Bill Black Combo
3. George Shearing Quintet
4. Marketts
5. Surfari
6. Los Indios Tobaños
7. Dave Brubeck Quartet
8. Ventures
9. Al Hirt
10. Martin Denny

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Floyd Cramer
3. Chet Atkins
4. Acker Bilk
5. Kai Winding
- (TIE) 6. Duane Eddy
- (TIE) 6. Peter Nero
8. Roger Williams
9. Lonnie Mack
10. Pete Fountain

BANDS

- (TIE) 1. Henry Mancini
- (TIE) 1. Si Zentner
3. Billy Vaughn
4. Lawrence Welk
5. Les & Larry Elgart
6. Roy Conniff
7. Glen Gray
8. Les Brown
9. Count Basie
10. Percy Faith

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CHRISTIAN TOERNIEFF

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

MOST PROMISING ARTISTS

MALE VOCALISTS

1. Jack Jones
2. John Gary
3. Jimmy Gilmer
4. Wayne Newton
5. Trini Lopez
6. Bobby Bare
7. Bobby Goldsboro
8. Lenny Welch
9. Bobby Vinton
10. Major Lance

FEMALE VOCALISTS

1. Lesley Gore
2. Barbra Streisand
3. Diane Renay
4. Peggy March
5. Nancy Wilson
6. Skeeter Davis
7. Barbara Lewis
8. Dusty Springfield
9. Ethel Ennis
10. Soeur Sourire

(The Singing Nun)

SINGING GROUPS and/or DUOS

1. Beatles
2. April Stevens & Nina Tempa
3. Dale & Grace
4. J's With Jamie
5. Caravellas
6. New Christy Minstrels
7. Tymes
8. Dixiebelles
9. Peter, Paul & Mary
10. Beach Boys
10. Martha & the Vandellas

INSTRUMENTAL GROUPS

1. Village Stompers
2. Los Indios Tabajaras
3. Pyramids
4. Marketts
5. Lonnie Mack
6. Surfairs
7. Baha Marimba Band
8. Al Hirt
- (TIE) 9. David Ruckingham
- (TIE) 9. Safaris

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Bill Pursell
3. Lonnie Mack
4. Peter Nera
5. Acker Bilk
6. Bent Fabric
7. Haward Roberts
8. Jack La Farge
- (TIE) 9. Eddie Cano
- (TIE) 9. Joe Harnell
- (TIE) 9. Floyd Cramer
- (TIE) 9. Harold Bradley
- (TIE) 9. Ace Cannon

BANDS

1. Si Zentner
2. Kai Winding
3. Joe Harnell
4. Bernie Lowe
5. Village Stompers
6. Henry Mancini
7. Al Hirt
8. Woody Herman
9. Peter Duchin
- (TIE) 10. Baja Marimba Band
- (TIE) 10. Jack Nitchke

April 11, 1964 • Billboard 1964 Radio Programming Guide

37



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under
and like it's happening in ... Chi
... Det ... SF ... LA ... DC
(IT'S WILD)

AND IT'S FROM



ATB #7386

JACK'S LATEST AND A
BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

202 South Washington Avenue
Birmingham, New Jersey

ARTS . . . NO
NO BUBBLING
ST RECORDS
WEEKS
'SETTE'
S THIELEMANS

1808 WEST END BLDG
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. Arrangements have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

thissippi and New Mexico April 6. Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lyne, Windy Smith and Lloyd Howell. Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAlliff and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8. Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. Songwriter Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer Demetris Tapp, the song has been recorded for English release by Philips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.

LENNY DEE

MARTIN DENNY

PETE FOUNTAIN

EDDIE HAZEL

LIVING GUITARS

ANDRE KOSTELANETZ

AMOUNT LES MCCANN

VICTOR GLENH MILLER/BENEDE

LIBERTY PETER NEGRO

DECCA THE MUTTY SQUIRRELS

LIBERTY JIMMY SMITH

CORAL ART VAN DAMME

COLUMBIA SARAH VAUGHAN

RCA CAMDEN GERALD WILSON

COLUMBIA GINO MESCOLI

WORLD-PACIFIC

CAPITOL

RCA VICTOR

VEEVEE

COLUMBIA

MERCURY

WORLD-PACIFIC

YES-VIVUS

P.S.: For free piano solo or
vocal version, write:

DUCHESSE MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

1964 DISK JOCKEY POLL (continued)

FAVORITE ARTISTS

MALE VOCALISTS

1. Frank Sinatra
2. Andy Williams
3. Nat King Cole
4. Tony Bennett
5. Ray Charles
6. Bobby Vinton
7. Elvis Presley
8. Jock Jones
9. Steve Lawrence
- (TIE) 10. Mel Tormé
- (TIE) 10. Johnny Mathis

FEMALE VOCALISTS

1. Peggy Lee
2. Brenda Lee
3. Connie Francis
4. Eydie Gorme
5. Ella Fitzgerald
6. Nancy Wilson
7. Lesley Gore
8. Daris Day
9. Skeeter Davis
10. Julie London

SINGING GROUPS
and/or DUOS

1. Four Freshmen
2. Peter, Paul and Mary
3. Four Seasons
4. Beatles
5. Kingston Trio
6. Beach Boys
- (TIE) 7. April Stevens & Nino Tempo
- (TIE) 7. Ray Conniff Singers
9. Hi-Lo's
- (TIE) 10. J's With Jamie
- (TIE) 10. Steve Lawrence & Eydie Gorme

INSTRUMENTAL GROUPS

1. Dave Brubeck
2. George Shearing
3. Ventures
4. Village Stompers
5. Bill Black Combo
6. Las Indios Tabajaras
7. Santo & Johnny
8. Marketts
9. Pete Fountain
- (TIE) 10. Surfariis
- (TIE) 10. Ferrante & Teicher

SOLO INSTRUMENTALISTS

1. Al Hirt
2. Chet Atkins
3. Floyd Cramer
4. Duane Eddy
5. Acker Bilk
6. Peter Nera
7. Roger Williams
8. Pete Fountain
9. Bill Purcell
- (TIE) 10. Stan Getz
- (TIE) 10. Kai Winding

BANDS

1. Si Zentner
2. Henry Mancini
3. Count Basie
4. Stan Kenton
5. Ray Conniff
6. Les & Larry Elgart
7. Billy Vaughn
8. Les Brown
9. Lawrence Welk
10. Glen Groy

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Billboard 1964 Radio Programming Guide • April 19, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

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Her impact
in Israel is "incredible!"
See her
hit here
on

RCA VICTOR

90% The most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Enrico Caruso, Lancia de
Guzman, Restie Umali, Josefine
Cervantes, and others. While some
of the melodies are those which
have garnered top spots on the
much-coveted Philippine Hit
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"A Million Thanks to You"),
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LOUIS MA TRINIDAD

VIENNA

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reception to launch his new
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hold a high chart position.

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dinal," which will open for a
season at Dublin's Metropole.
Easter Sunday. Dickie Rock
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Passion" by Georg Philipp Tele-
mann has been issued on record
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Singer Evelyn Lear, member of
the opera houses in Berlin,
Vienna and Munich, closed an
exclusive contract with Deutsche
Grammophon.

CHRISTIAN TOERNIEFF

ADVERTISING IN
BUSINESS PAPERS
MEANS BUSINESS

programming leaders discuss techniques

Radio Programming Elements

By Bill Gavin
Contributing Editor



Commercial radio is a part of show business. Like theater or movies, radio depends on box office. The size of the audience determines the success of the show. The problem is to present the show that a

The business of programming a radio station or network, large or small, is a serious business. The over-all success or failure of a local station or radio network depends largely on the caliber and know-how of the individuals who on a day-to-day basis guide and develop the "sound" that ultimately emanates from the listener's speaker.

Billboard has sought out a few of the nation's many top programming leaders—each of whom represents a specific programming area—to discuss their madcap operanti and programming techniques.

large number of people will want to hear. Radio listeners don't buy tickets. The only measure of a station's audience is furnished by various listener surveys, conducted according to accepted research techniques. Where the old-time performer used to "count the hours" beyond the footlights, radio counts its house by the numbers in the audience rating surveys.

Radio is also the nerve center of the industry. The immediacy of radio's news coverage is unmatched elsewhere. Through a combination of the wire services and its local news gathering team, radio continues to hold the public's confidence for being "first with the latest." Beeper telephone interviews with people in the day's news have brought a new dimension of human interest to news reporting. While radio cannot compete with the daily press for news in depth, or with commentaries and features, it (radio) is pre-eminent for its fast reporting.

Radio is also a part of the advertising business. The extent to which a station can deliver an audience pretty largely determines its income. The advent of television was forecast by many as the doom of radio. Advertisers would turn exclusively to the double impact of sight and sound, it was feared. Such fears proved groundless. Advertisers soon found that spot advertising on local radio was highly productive in terms of cost per thousand listeners. True, the big name shows with their big budgets, moved to TV. Radio had to offer more economical entertainment. It did. The salvation of modern radio has been the phonograph record.

Record Business

Radio is a part of the record business too. The switch in local programming from the live but drab output of a string trio, or a concert baritone, or Aunt Suzie's recipes, to record music suddenly provided record manufacturers with an undreamed of showcase for their product. The record business boomed. People liked the music they were hearing.

The record people brought out records that played at new speeds—45 and 33 $\frac{1}{3}$ rpm. The quality of recording and reproduction was vastly improved. "High fidelity" became a watchword. All over the world, it seemed, people wanted to own more and more records; and they wanted to hear the new records on their radios.

We will not belabor again the familiar details of how Mr. McLendon and Mr. Slor, two fabulously successful

radio entrepreneurs, capitalized on the realization that the records that sold the best would also attract the largest number of listeners to their stations. This idea had been pioneered some time earlier, one of its best known exponents having been Martin Block, with his "Make Believe Ballroom" on WNEW, New York. However, the new concept, called "top 40," soon became the bible of pop music programming.

The concept of popular music entered a new phase with the rapid growth of the record business, along with the rebirth of radio. No longer did the sales of sheet music determine the size of a hit song; it was the sales volume of a record that made a hit. All eyes in the music business turned toward the disk jockey and his turntable. Radio rapidly could build fame for a star and large profits for publishers, composers, lyricists, producers and so on.

Radio and Music

This new revolution did not put radio in the music business. Radio had been there all along. The singers, the bands, the arrangers—even the sound engineers—who are now making records, once were part of the radio that used to be. Radio has always been a prime showcase for commercial music. Radio is still a part of the music business, but with a vast difference. In the gala days of network radio, its musical arbiters were usually musically trained. They could direct the destinies of the production from the control room, follow a score or a lead sheet, chide the soprano for singing flat, or rearrange the risers and the mike placement for the male chorus. Today's musical arbiters are disk jockeys. They do not hold their jobs because of their musical knowledge (which some few of them actually have) but for their ability to present an interesting air show and to have some awareness of a new record's hit potential.

Let us correct one point. As a group, disk jockeys are no longer the arbiters that they were before the advent of top 40 radio. The biggest single power in record programming today is a statistic—the monolithic, weekly statistic of record sales. The disk jockey is required—on pop music station, at least—to play the top-selling records. He may, in some cases, have a voice in selecting the new record releases for his program, but many stations the program director or the music director makes the decision. The disk jockey who programs his own show without outside interference is becoming something of a rarity.

The switch to sales statistics as a programming basis has suitably changed the preferences of millions of record buyers for the judgment of musically trained producers and directors. The result has been a vast downgrading of such hitherto sacred musical values. (Continued on page 42)

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

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AT THE
NAT'L
SHOW
SEE THE
COMPLETE
CRYOV
FAMOUS M
OVERWR
LP ALBU
CRYOV
EXHIB
ROOM NO. 4
TV LOUN
EDEN RO

Her impact
in Israel is "incredible!"
See her
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Discs The most trusted name in sound

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SAY YOU SAW IT IN BILLBOARD

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LOUIS MA TRINIDAD

VIENNA

Gunter Brahms signed contracts with Cliff Richard and The Shadows for a one-night bandstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U.S. country and western music will be interpreted for the first time over

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Second double by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Merceville. Dickie Rock and Butch Moore did guest

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CHRISTIAN TOERNSLEFF

ADVERTISING IN
BUSINESSPAGES
MEANS BUSINESS



as intonation and vocal quality. Obviously, a large segment of the radio audience is indifferent to these things. We now have "soul," the "sound," and "the heat." As long as adherence to record sales data continues to produce radio's high audience ratings, we can expect this common denominator of public taste to control radio's pop music output.

There is no point in deploring popular tastes in music. Certainly, there is no intent to deprecate them. It is, in fact, a pretty healthy sign when mass media programming is dependably responsive to mass tastes. If this implies more "rock" in radio—and more Westerns in TV—there are also occasional top quality musical performances that become big hits.

Radio: show business, advertising, records, music news, commentary, human interest. These are the elements of radio programming. Whether a station is programmed by a formula or by individual genius, program content is made up of these manifold ingredients. No other commercial enterprise that I know about means so many different things to so many different people. No wonder that so many who work in it are devoted to radio. It's opportunity. It's challenge. It's fun.

Humor in Radio

By Ruth Meyer
Program Director, WMCA, New York



As a program director I have always been convinced that a radio station with a sense of humor can really make it big in any market. At WMCA we have proved it. We believe that New

York is not as dissimilar to other markets across the country as many broadcasters imagine. People are people, as the cliché goes, everywhere. And any radio station serving the tastes and interests of people in any market must serve that audience with honesty and objectivity—two qualities that are "musts" in a station's approach to on-the-air humor.

Of course, humor—like music—is a subjective, terribly personal experience. One joke that completely breaks up an listener leaves another utterly unticked. This is why the element of humor in the day-to-day programming of a radio station is lodged in such a subtle, sensitive and dangerous area.

What are the sources of humor in broadcasting? The most obvious is the programming of the comedy album, i.e., selections from Vaughn Meader's "First Family," Allan Sherman, Shelley Berman, and the use of funny records a la "Mr. Custer," "Hello Minder, Hello Fadder," etc. We listen to all the funny stuff that comes into WMCA at our regular music meetings and try to evaluate it by much the same standards which

we use to determine the value of other potential hits. We try to keep our own personal taste to comedy record just as separate as we do when we pick other promising selections. It's not unusual to have our entire music meeting collapse in hysterics at a comedy record, and then have everybody vote "no" when it comes to putting it on the air.

Careful Programming

Once it's chosen for on-air play, a funny cut or record must be programmed more carefully than a regular release, and it must be watched constantly for audience reaction. Humor is a much riskier, much more unpredictable form of entertainment in modern radio. It's a lot tougher to pick a hit from the comedy records, as witness the number of "hip" companies which turned down the "First Family," alighting before Caletka finally swung with it, and the number of radio stations that were afraid to play it. One of the quickest ways to commit broadcast suicide is to program a comedy record that doesn't make it.

Lex, obvious, but more important, is the handling of D.J. humor on a radio station. You can't overdo it, as "Fadda" we're going to have a funny station so be funny. From elephant jokes to political satire—if it's forced it just ain't funny. At WMCA we have a swing team of genuinely funny guys. They think funny on the air and sound funny on the air. And, hies 'em, nobody told 'em to. They just relax and let their own personalities mesh with the upbeat, happy sound of the station. Which, I suppose, is the heart of the matter. For the DJ's joke's humor to come across with appeal for the listener, it must be an outgrowth of the DJ's own personality. If in real life he doesn't think funny, if his humor on the air isn't a spontaneous reflection of his own personal rhythms, it's going to sound forced to his audience. His joke books and joke services may be stacked as high as a P.D.'s eye, but if his humor isn't genuine, his audience knows it immediately and rejects him for it.

No Personal Wrims

When an air personality starts indulging himself in the music he plays, to fall into self-indulgence with his approach to humor—and that can kill him just as dead and almost as quick. He's got to be competitive with his comedies in the same way he's competitive with everything else. Confidence in his own professional ability is what ultimately makes a D.J. stand on air. But unless he comes to the station every day with the knowledge that "they're after me" and revels in the fight, he's no competitor.

And any D.J. who hasn't the guts to compete shouldn't be in radio.

Naturalness, pacing, timing—these are so many ingredients necessary to bring the elements of humor effectively to life at a radio station.

that the only statement that can possibly be made on the subject is "be yourself. If it doesn't feel right, don't do it. No one is going to shut up, and stick to the music that fits your sound."

That's why when a station gets hot, when it hits right with a warm, friendly, happy, humorous approach to itself and to life around us, that's when you so seldom see a winner. And that's when you know you have the winning combinations of swingers. Then, nobody can catch you.

Programming a Modern Music Network Flagship

By E.A. Sorenson
Program Manager, WABC, New York



WABC "American Radio" in New York, is a modern music station with a sound, all its own in the marketplace. The sound comes from selectively including local and network program elements, a welkling the corporate identity and resources of the American Broadcasting Company, and the flexibility that marked the independent station in its heyday. End result? WABC has the necessary entertainment elements to attract a large audience and then holds that audience while delivering outstanding news, award-winning documentaries, pioneering educational programs and public service with a punch.

Let's see how it fits together. Since we are the American Broadcasting Company, of course, are the All American—a team of champions. Our All American music survey may wear out two adding machines and a slide rule each week, but when it's finished, it stands behind it for accuracy. American's "Challenge" documentaries and frontier educational shows don't come out of our imagination. We've produced and beat the bushes in the New York, New Jersey, and Connecticut communities we serve to dig up the underlying problems and need of our listeners.

Listener Response

Our 50,000 network flagships cheer delight. They never stop surprising us. I arranged storage space for 500 paintings for our Mona Lisa listener competition earlier this year—11,000 pictures came in—800 of them half the size of a basketball court. In 1962, WABC counted 3 million ballots in our Principal of the Year elections. This year our people delivered is with over 60 million ballots.

American Radio creates projects like these, acting for government agencies and civic groups much in the manner of an advertising agency. They come to us with their problems and, too often, with dull spots.

Billboard 1964 Radio Programming Guide • April 13, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

AT THE
NIA
SHO
SEE THE
COMPLETE
COLUMBIA
ALBUMS
CRYOVAL
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ROOM NO. 4
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CHRISTIAN TOERNIEFF

ADVERTISING IN BUSINESS PAPERS
MEANS BUSINESS



ment, the individuals do not take advantage of radio's ability to get results in less money. For example, WABC turned the radio concept of audience participation giveaways into a powerful weapon for New York City's Inter-Agency Study in School committee. Forty per cent of the nation's students drop out of school to form an unskilled pool of unemployed youths who earn \$40,000 less in a lifetime than graduates. WABC is dramatizing this fact by registering all returning students for a crack at WABC School Bonus. Students win \$30 prizes representing the extra kind of money high school graduates earn every week that dropouts don't get.

WABC listeners hear the news five minutes sooner—ABC Network News at five minutes before each hour and WABC Local News at five minutes before the half hour. WABC draws on two news staffs—local and network—with all the advantages of ABC's worldwide system of correspondents, radio and television. Sports and play-by-play reports round out the programming. But it is all held together by the framework of *American Radio* in New York and careful programming of the hit music of today, yesterday tomorrow.

Programming a Network-Owned Station

By William H. Schwartz
Program Manager, WNBC Radio



The programming of a network-owned radio station does not differ greatly from the programming of a network affiliate, except that perhaps the network-owned stations carry more of the network's sustaining programs than do some affiliates. Local programming must, therefore, be geared to an audience similar to that which the network programming is designed to reach.

The network-owned stations generally share the program load in their markets and the wise program manager takes advantage of this fact. This places emphasis upon the responsibilities of the station program manager, since within the framework of the station-network image, he must be as creative and as imaginative as any other program manager. He cannot in any sense abdicate to the network the responsibility for programming the station. By its very nature, the network is concerned primarily, if not solely, with programming that has broad national appeal. To this must be added programming elements with strong local appeal. These elements run the gamut from news and public service features (such as traffic reports) to entertainment which is designed to be of unique appeal at the station's market.

Diversified Programming

Because of the diversity of programming, the network-owned station must be able to handle a wide variety of programming. This is especially true in the case of the network-owned station which is also a radio station.

NEW ADDRESS
100 WEST END BLDG.
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled to follow in England during the same month. Kitty Wells, Johnny Wright and Hu Tennessee Mountain Boys and Bill Phillips will play England during June and July.

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itorium, the network-owned station (the so-called "formula" programming of music is not generally successful there are some notable exceptions). Particularly where the competition is keen, the "formula" approach can be done much more effectively by independents, who can gear their entire program schedule to the demands of the format.

Therefore, the strength of on-the-air personalities is probably more important to network-owned stations than to independents—particularly "formula" independents where the purity of the music format would seem to be the primary reason for listening.

Despite the foregoing, the basic principals of good programming apply equally to network-owned stations and independents. The audiences we try to reach are probably different. It is simply a matter of applying the principals in such a manner as to attract the audience you are after.

A New Concept in Educational Programming

By Jack Thayer
Vice-Pres. and Gen. Mgr., WHK, Cleveland

Over 150 years ago, Thomas Jefferson said: "If the nation expects to be ignorant and free in a state of civilization, it expects the same fate as the barbarians." This comment was designed to underline the importance of education in Jefferson's day, yet, it seems even more appropriate in today's far more complex world.

WHK believes that radio can be an emotional force in the creation of desirable attitudes in our listeners. These listeners, both students and parents, must be shown the importance of education and training necessary for the responsible citizen of tomorrow's automated future. WHK's "Highlights on Education," in an effort to give educational broadcasting the renewed vigor necessary to capture the attention of students in a competitive market-place, used "timeliness" as an essential in the presentation of educational material.

Three Objectives

The program has three major objectives. First, to approach education as a commodity—to sell it to the listeners second, to convince the public that advanced education in all fields is readily available right here in Northeast Ohio, and give the colleges an opportunity to tell their school story; third, to appeal to the students on their interest level and to their psychological and emotional sensitivity to create a desire for education, and, more important, to motivate them.

To reach these three objectives in our educational programming, we are aware that all continuity must be within the framework of modern showmanship. Thus, we have combined basic educational truths with current events and outstanding per-

sonalities. As a result of this philosophy, James Lowry, WHK education director, has created and produced educational shows that informative, stimulating and entertaining. Examples of these shows include comedian Dick Gregory interviewed by drama students from Western Reserve University on comedy techniques and presentation and the history of topical humor in America, which a professor in residence at Antioch College, TV's Rod Serling, creator of "The Twilight Zone," shared an actual classroom experience and his personal philosophy on the need for higher education, pianist Peter Nero presented a musical chronology of "Bach to Nero" this past year. Cleveland played host to the first Space Science Fair ever held in this country. It was co-sponsored by NASA and The Cleveland Plain Dealer. During its presentation, "Highlights on Education" featured science and space for nine separate shows. Guests included Mr. Manganello, deputy director of the NASA-Cosmos Research Laboratory, I. Irving Pinkel, among others, who explained the reason for the space fair, its conception and execution, and the importance of education for the space age.

Out of Studio

This fall WHK's "Highlights on Education" went to Hiram, Ohio, the training ground of the Cleveland Browns of the national professional football league. Interviews were held with head coach Blanton Collier, who has his Masters Degree and was working on his Doctorate when he left Kentucky University. Frank Ryan, Browns' quarterback, who was only nine hours away from his Doctorate degree in mathematics at Rice; Jim Brown, history-making fullback, who received his degree from Syracuse University; Vince Costello with a Masters Degree. The on-site program concluded by talking to the young, successful Cleveland Browns' president, Art Modell, who told of his education being a key factor in his success, both in football and in business. The object of the series was to point out that today's professional football players are college graduates and are aware of the necessity of higher education when their athletic careers end.

Why this effort in educational programming? Why not subscribe to any one of the many services available to broadcasters? WHK feels it is its responsibility as broadcasters to become an integral and motivating force in the community in which we serve. With this educational program, WHK is providing institutions of Northeast Ohio areas an opportunity to give our citizens an insight into education. What is needed, what is being done and what the future will demand. Techniques, practices and philosophies of education are explored in depth. The rewards are many.

For example, a most recent letter:

43



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under
and like it's happening in... Ch.
... Del... SF... LA... & DC
(IT'S WILD)

AND IT'S FROM



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AMOUNT	LES MCANN	WORLD-PACIFIC
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LIBERTY	PETER NERO	PCA VICTOR
DECCA	THE NUITY NUITYS	PCA VICTOR
LIBERTY	JIMMY SMITH	VEVEE
COAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
COLUMBIA	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MESICOLI	VEVUSIUS

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vocal version, write:

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NEW YORK, N. Y. 10036

"WHK's new series, *Highlights on Education*," is, in my opinion, a step forward in programming—the type of program WHK is presenting Monday through Friday at 10 p.m. is radio programming at its best. Few stations in this area realize how hungry Clevelanders are for the information and discussion programs. I've already notified a few of my friends of the series and we'll continue to spread the word."

There is no reason in the world why education cannot be interesting and stimulate our listeners. Dr. Levenson, superintendent of schools in Cleveland, explained to our educational director James Lowe: "Your task is almost overwhelming, yet, with a true desire and realization of the great good that can be achieved by these programs, you will succeed and you are well on your way."

Dr. Levenson's words are well taken and in the weeks and months ahead our educational programming will explore areas of Adult Education, Mental Health, Law as a Career, Opera Can Be Fun and the World of Space. The future of radio and educational broadcasting is unlimited.

Record Libraries, Rumpus Rooms and the Music Business

By Joe Raport
Music Director WMCA, New York



It's inevitable, I suppose that my 22 years as a musician and in radio have taken me into a good many station music libraries. I've wandered through the typical dusty old basement caverns where cassettes and records were filed away and forgotten.

You can run across stacks of Glenn Miller 78's so old and warped that they couldn't safely be spun on the best turntable—even if there were evidence demand for them.

I've also seen my share of record roomlets in damp alleys overlooking the city or back that parking lot, and libraries so small that the station's playlist is restricted to a handful of tunes by sheer limitations of storage space.

And I've seen my quota of "social center" record libraries: cheery, noisy areas, where DJ's congregate to flirt with secretaries, waltz down ham-and-chesse confessions, and where record pluggers settle down for prolonged use of the only telephone at their office away from home.

Now at WMCA, in my own Music Library, we aren't anti-secretary and we have nothing against keeping the corner delicatessen in business. But we happily claim the distinction of being a work center, not a social nook. Our Music Library is an office—not like an insurance broker's, perhaps, but a serious operations area, nonetheless. We enjoy ample storage space,

but not so much that we're tempted to hoard old disks or hang on to new ones for more than 100 records. WMCA's air standards just keep the cabinets looking full.

We have all the equipment we need to audition more than 100 records we receive each week. But we're a Music Library, not a hi-fi shop, and so there is no place for elaborate gadgets or stereo specs.

I don't mean to suggest that drudgery is the tune we whistle while we work. The whistling in our Music Library is done by Program Director Ruth Meyer's pet alto canary, "Scooter." Not only does this lucky bird (named affectionately in honor of our nightingale, the Mikko Gress) have a handsome case stocked with the very finest of seed and liquid refreshment—but "Scooter" also has full run of our bright, air main recording room, the 13th floor garden terrace overlooking bustling Madison Avenue, and our comfortable outer reception room. He's had his hand in the record game.

My assistant, Frank Costa, and I share "Scooter's" enthusiasm for our quarters. But, perhaps not for quite the same reason. The facility is equipped with album bins so that key recording artists can be easily classified and easily found. Abundant space for Male, Female, Group and "Instrumental" categories is also right at hand. Current singles are stored according to their rankings on WMCA's "Good Guy" survey—and are remembered once a week.

Records that have scored major successes with our audience are, of course, filed for future use as WMCA plodies as "Record Revisited" flashbacks or as "tomorrow's memory" melodies. Other disks find their way to churches, hospitals and charities where they go on entertaining people and cheering up radio listeners and music lovers.

One copy of everything ever played on the station is held for a reasonable amount of time. Outlets and out-of-print records are carefully preserved in our Music Library.

Our headquarters is a situated close by WMCA's on-the-air studios—a location that makes it especially easy to replace disks that our engineers who regularly double-check out have found to be scratched or warped.

Naturally we provide a stomping ground where P.D. Ruth Meyer can alternately prow, growl and grin and work on our programming problems. WMCA's Music Library strikes a happy medium. I think between an austere business office and an overly sociable social center. It's lovely place where there's no doubt about our real business—music!

WIP's Record Library Filing System

By Guy Rotstein
Record Librarian, WIP, Philadelphia

The library of WIP, and most good pop music stations, is becoming more

important these days. The records that conform to the music policy of the station are no longer cast out as their popularity declines, but rather have an important place in the library. If they meet our approval, they're swept up in an uncomplicated, orderly system designed to make a place for every record, single or LP.

As WIP record librarian, it's my job to "keep house," pull the ears of personalities who would misplace, talk to promotion men and work closely with the station manager and program director in selecting the music to be featured.

WIP's celebrated music formula is a comfortable blend of the "quality hit" and the promising single and the tasty LP.

Singles and LPs

"Singles" are programmed from a master music sheet kept in the library. The weekly stack of new releases is studied carefully and usually provided with three to 15 promotional singles each week. These records are then added to the master list. At the same time, overworked "singles" are removed from the list. If the "singles" being removed are worthy and well remembered as big sellers or "turntable hits," we formally catalog them as "LPs." A record has no measure of success, we gratefully file it with the score of unplayable material that eventually finds its way to charitable organizations.

"LPs" are classified in six categories in the WIP library system: (1) New, (2) Regular Play, (3) Catalog, (4) Production, (5) Comedy, (6) Holiday and Religious.

"New LPs" are selected on the basis of good sales potential, performance value and conformity to our music policy. These "LPs" are made available to all personalities for play at any time. Each personality has the responsibility of checking music sheets from the library to see if the album cuts are not repeated. We encourage the personality to expose these new items frequently.

Regular Play LPs are of good quality, standard performances accumulated over three to four year period. "LPs" from the "New" file eventually move into the "regular play" file. Needless to say "regular play" LPs are the bulk of album material programmed by WIP. Each personality is given an individual stack of approximately 100 "regular play" LPs from the "regular play" file to feature on his show over a period of a week. At the end of each week, the personality swaps stacks with the next personality or over-emphasizes of older material, or certain "heavy favorite" LPs are avoided.

Catalog: For the most part, this file contains duplicates of both "new" and "regular play" LPs. These are filed in alphabetical order in headings—Male, Female, Group, Instrumental and Jazz.

(Continued on page 68)

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*Bill Gavin Record Survey, January 1964

Her impact in Israel is "incredible!" See her hit here on RCA VICTOR

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Pastor de Jesus, a constancia de Gurnan, Restie U'mali, Josefino Central, and others. While some of the melodies are those which have garnered top spots on the much loved Philippine Hit Parade (such as the pace-setter, A Million Thanks, to You), there is also a batch of favorites in the standard category thrown in for good measure.

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by Brother Jack McDuff

45-299

on the Billboard Bubbling under
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MARTIN DENNY	GLENH MILLER/BENEKE	CAPITOL
PETE FOUNTAIN	PETER NERO	RCA VICTOR
EDDIE HAZEL	THE NUTTY SQUIRRELS	RCA VICTOR
LIVING GUITARS	JIMMY SMITH	VEVIE
ANDRE KOSTERANETZ	COBAL	COLUMBIA
	ART VAN DAMME	COLUMBIA
	SARAH VAUGHAN	MERCURY
	GERALD WILSON	WORLD-PACIFIC
	COLUMBIA	GIND MEXCOLI
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AND THE NEW

FAMOUS

THE

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ROOM NO. 4

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AD

Her impact
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See her
hit here
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RCA VICTOR

Buy the most trusted name in sound

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SAY YOU SAW IT IN BILLBOARD

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Radio & TV Stations Only

Label and Address	Services	Minimum Releases Per Year	Cost Per Year
ABC-PARAMOUNT 1300 Broadway, New York, N.Y.	Long Play 'Mono' Long Play 'Stereo'	Min. 50	\$50 \$60
ANGEL RECORDS Hollywood and Vine, Hollywood 28, Calif.	Classical Albums 'Mono & Stereo'	Min. 36	\$35
ATLANTIC RECORDING CORP. 1001 Broadway, New York 10, N.Y.	No subscription service available: (On individual basis) Long Play 'Mono' \$1.50 each Long Play 'Stereo' \$2.00 each		
BURNSWICK RECORDS 140 Park Ave., New York 17, N.Y.	Singles		\$5.50 per month
CADENCE RECORDS 1001 Broadway, New York 10, N.Y.	No subscription service available: (On individual basis) Long Play 'Stereo or Mono' \$1.00		
CAPITOL RECORDS, INC. 1700 Broadway, New York 10, N.Y.	Pop Singles Pop Albums 'Mono & Stereo'	All releases 60	\$35 \$45
COLUMBIA RECORDS 480 Park Ave., New York 17, N.Y.	Pop-Jazz 'Mono' Classical 'Mono' Combination Pop-Jazz & Classical 'Mono' Pop-Jazz 'Stereo' Classical 'Stereo' Combination Pop-Jazz & Classical 'Stereo' Latin American 'Mono' Pop Single Country & Western Single Combination Pop & Country & Western Single	125 85 210 100 80 180 25 150 100 250	\$100 \$ 68 \$150 \$100 \$ 80 \$160 \$ 20 \$ 45 \$ 30 \$ 75
CORAL RECORDS 400 Park Ave., New York 17, N.Y.	Singles		\$5.50 per month
DECCA DISTRIBUTING CORP. 480 Park Ave., New York 17, N.Y.	Pop Long Play 'Mono' Pop Long Play 'Stereo' Classical Long Play 'Mono' Classical Long Play 'Stereo' Combined Classical & Pop Long Play 'Mono' Combined Classical & Pop Long Play 'Stereo'	60 60 25 25 85 85	\$ 50 \$ 75 \$ 25 \$ 25 \$ 70 \$100
DOT RECORDS 100 N. Virginia, Hollywood 30, Calif.	No subscription service available: (On individual basis) Album 'Mono' \$.85 Album 'Stereo' \$1.00		
GRAND AWARD RECORD CO., INC. 1000 Broadway, New York 10, N.Y.	Popular Classical Spoken Word Language Musicals & Specials Entire Service	20 8 5 3 5	\$ 27 \$ 11 \$ 6.75 \$ 42

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*Bill Gavin Record Survey, January 1964

Billboard 1964 Radio Programming Guide • April 11, 1964

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CHRISTIAN TOERNLEFF

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Label and Address	Services	Minimum Release Per Year	Cost Per Year
IMPULSE RECORDS (ABC-PARAMOUNT) 1501 Broadway, New York, N. Y.	No subscription service available: (On individual basis) Long Play (Mono or Stereo): \$1.25		
KAPP RECORDS 136 E. 57th, New York 22, N. Y.	No subscription service available: (On individual basis) Mono: \$1.25 Stereo: \$1.50		
LIBERTY RECORDS 6920 Sunset Blvd., Hollywood 28, Calif.	No subscription service available: (On individual basis) Long Play (Stereo or Mono): \$1.00		
LONDON RECORDS, INC. 539 W. 25th St., New York 1, N. Y.	No. 1. Special LP catalog offer: All labels in catalog: \$1 per record (Mono or Stereo) No. 2 Classical (Mono) 36 \$ 30 Classical (Stereo) 36 \$ 30 Pop (Mono) 24 \$ 20 Pop (Stereo) 24 \$ 20		
MERCURY RECORD CORP. 35 East Wacker Drive, Chicago, Ill.	Single (45 RPM) 150 \$ 45 Classic Long Play 24 \$ 18 Popular and Jazz Long Play 48 \$ 36 Stereo Popular and Jazz Long Play 48 \$ 36 Stereo Classical Long Play 24 \$ 18		
MGM RECORDS (Verve and Subsidiary Labels) 1540 Broadway, New York 36, N. Y.	Popular Singles \$ 48 Country and Western Singles \$ 15 Combined Popular & Country and Western Popular & Original Cast Albums (Mono) \$ 60 Popular & Original Cast Albums (Stereo) \$ 50		
MOTOWN 2548 Grand Blvd., Detroit 8, Mich.	No subscription service available: (On individual basis) Mono or Stereo: \$.60 sample album		
PHILIPS RECORDS 35 East Wacker Drive, Chicago, Ill.	Stereo Popular and Jazz Long Play 30 \$ 22.50 Stereo Classical Long Play 12 \$ 9 Single (45 RPM) 50 \$ 15 Classic Long Play 12 \$ 9 Popular and Jazz Long Play 36 \$ 27		
PRESTIGE RECORDS 203 S. Washington Ave., Bergenfield, N. J.	No subscription service available: (On individual basis) Mono or Stereo: \$1.25 per album		
RCA VICTOR 155 E. 24th St., New York 10, N. Y.	Pop (Mono) 125 \$ 75 Pop (Stereo) 40 \$ 40 Red Seal (Stereo) (Basic LP's) 60 \$ 100 Red Seal (Mono) (Basic LP's) 100 \$ 100 (New Releases) 25 \$85 per 6 months		
REPRISE RECORDS 1347 Cahuenga Blvd., Hollywood 28, Calif.	Albums (Stereo & Mono) 60 Min. \$ 60		
RIVERSIDE RECORDS 235 W. 46th, New York, N. Y.	No subscription service available: (On individual basis) Album: \$1.25		
ROULETTE RECORDS 1631 Broadway, New York 19, N. Y.	Long Plays 75 \$ 50		
VANGUARD RECORDS 154 W. 14th, New York, N. Y.	No subscription service available: (On individual basis) Mono: \$1.00 Stereo: \$1.50		
VEE JAY RECORDS 1440 South Michigan Ave., Chicago 5, Ill.	No subscription service available: (On individual basis) Entire catalogue and new releases at: \$.75 per album		
WARNER BROS. 4000 Warner Blvd., Burbank, Calif.	No subscription service available: (On individual basis) Album (Mono): \$1.00 Album (Stereo): \$1.50		

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SPOT RECEPTION
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MARTIN DENNY
PETE DENNEY
PETER BENTLEY
EDDIE HAZELL
LIVING GUITARS
ANDRE KOSTELANETZ

WORLD-PACIFIC
CAPITOL
RCA VICTOR
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Continued on page 501

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Pastor de Jesus, Constantino de Guzman, Restic Umali, Josefino Cernial, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

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VIENNA

Guenther Brubbecker signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U.S. country and western music will be interpreted for the first time over

Mitch Murray voiced Brillant to hear the **Miami Showband** (to whom he intends to pen a number).

Tony Boland hosted a reception to launch his new exploitation—disk-producing firm, Tempo Productions. Pic's second Top 6 EP, which commercially used cover versions of only 151 hits this month, seems set to hit the chart.

Second single by **Butch Moore and the Captain Showband**, "I Miss You" (another Phil Coulter composition). His **Freddie "Time"** continues to hold a high chart position. Irish Record Factors, Ltd. is sued record album of The Cardinal which will open for a season at Dublin's Metropole. **Earle Simlas**, **Dickie Rock** and **Butch Moore** did guest

will give several concerts in May in West Germany. For the first time, the "Markus-Passion" by **Georg Philipp Telemann** has been noticed on record by Philips. The popular French singer **Sylvie Vartan** made her first German recording titles for RCA in Berlin. Singer **Evelyn Lear**, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERNIEFF

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Mississippi and New Mexico April 6. . . Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Rogers, the Hall Brothers, Danny Richards, Patti Lyons, Windy Smith and Lloyd Howell. Jimmy Key, of Key Talent, Nashville, will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAuliffe and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla. April 8; Firemen's Ball, Shawnee, Okla. 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dotie played the Flame Club, Minneapolis, her second time there. . . Song-writer Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipsick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer De-metria Tapp, the song has been recorded for English release by Phillips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.

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The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. . . Arrangement has been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

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*Bill Gavin Record Survey, January 1964

Pastor de Jesus, Constanancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

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(Continued on page 56)



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on the Billboard Bubbling under
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OUR ALLEGATION 1808 WEST END BLDG. NASHVILLE, TENN.

The Denny-Moeller office
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appear in Germany in May, with
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in England during the same
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Richards, Patti Layne, Windy
Smith and Lloyd Howell. . . .
Jimmy Key, of Key Talent,
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Neb., and winding up at Eugene,
Ore. Jimmy will spend late
April and early May in Louisiana,
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Leon McAuliffe and His
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Germany and Japan.

LENNY DEE

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PETE FOUNTAIN
EODIE HAZELL
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*Bill Gavin Record Survey, January 1964

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Pastor de Jesus, Constanco de Guzman, Resale Umali, Josefino Cental, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

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WEEKS
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S THIELEMANS

April 11, 1964 • Billboard 1964 Radio Programming Guide

57

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LENT DEE
MARTIN DENNY
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AMOUNT	LES MCCANN	WORLD-PACIFIC
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LIBERTY	JIMMY SMITH	VEVVE
CODAL	ART VAN DAMME	COLUMBIA
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300 WEST END BLDG.
NASHVILLE, TENN.

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PHOTOGRAPH BY BOB LANGRISH

STYLING BY BOB LANGRISH

HAIR BY BOB LANGRISH

MAKEUP BY BOB LANGRISH

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*Bill Gavin Record Survey, January 1964

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RCA VICTOR

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when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constantino de Guzman, Restle Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pre-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

LOUIS Ma TRINIDAD

VIENNA

Guenther Brubbeier signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U.S. country and western music will be interpreted for the first time over

Mitch Murray visited Belfast to hear the **Miami Showband** (to whom he intends to pen a number).

Tony Boland hosted a reception to launch his new exploitation—disk—producing firm, Tempo Productions. Pic's second Top 6 EP, which coincidentally used cover versions of only BMI hits this month, seems set to hit the chart.

Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Twistin' Time" continues to hold a high chart position. Irish Record Factors, Ltd. is sued track album of "The Cardinal" which will open for a season at Dublin's Metropole. Easter Sunday. **Dickie Rock** and Butch Moore did guest

will give several concerts in May in West Germany. For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERSLEFF

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MILLION SELLERS—Singles

Following is a list of all singles which have sold one million or more copies in the United States as of the end of September 1963, according to the record manufacturers. Listings are arranged in alphabetical sequence, according to artists, and show label and year each became a million seller. Flip sides are listed in instances where they are felt to have contributed strongly to the sale.

None of these listings can be verified by Billboard, but in the absence of any absolute auditing procedure, it is felt that this is the most accurate list that can be compiled.

Some manufacturers, which are members of the Record Industry Association of America, do have audited verification of their sales. Some other manufacturers which are not RIAA members have availed themselves of RIAA auditing verification. All records so authenticated by RIAA as audited million sellers are designated by an asterisk (*). This is not intended as any reflection on disks not so marked, but merely indicates those records which are certified million sellers by actual audit.

ACUFF, ROY
Witchy (Columbia)

AMES BROTHERS

Big Man (Coral) 1950
Sentimental Me (Coral) 1950
You, You, You (RCA Victor) 1953
Heavily Lady From Shady Lane (RCA Victor) 1955
Unadorned (Coral) 1956

ANDERSON, LEROY
The Squiggled Clock (Decca) 1951
Blue Tingo (Decca) 1951

ANDREWS SISTERS

Rum and Coca-Cola (Decca) 1944
Woolar Worceland (Decca) 1948
I Can Dream, Can't I (Decca) 1949

ANGELS

My Boyfriend's Back (Smash) 1963

ANKA, PAUL

Buena (ABC-Paramount) 1957
Lonely Boy (ABC-Paramount) 1959
Puppy Love (ABC-Paramount) 1960

ARNOLD, EDDY

Boyzell of Rizes (RCA Victor) 1949

AUSTIN, GENE

Ramona (RCA Victor) 1928

AUTRY, GENE

Silver Haird Daddy (Columbia) 1939
Bulldog (The Red-Nose Banders (Columbia) 1950
Peter Cottontail (Columbia)
Here Comes Santa Claus (Columbia) 1950
Frosty the Snowman (Columbia)

AVAILON, FRANKIE

Deed Dink (Chancellor) 1958
Venus (Chancellor) 1959
Why (Chancellor) 1960

BAKER, LAVERN

I Cried a Tear (Atlantic) 1959
Twelve One (Atlantic) 1954
Jim Dandy (Atlantic) 1956

BALLARD, HANK, & THE MIDNIGHTERS

Work With Me, Anna (King) 1954
Key Ways (King) 1954
Anna Had a Baby (King) 1954
Finger Poppin' Time (King) 1960
The Twist (King) 1962

BARBER, CHRIS, & JAZZ BAND

Petite Fleur (Atlantic) 1960

BARRON, BLUE

Crossing Down the River (MGM) 1949

BARTON, EILEEN

If I Knew You Were Coming I'd Have Baked a Cake (National) 1956

BAKSTER, LES

Les Pair Pairs of Paris (Capitol) 1956

BEATLES

She Loves You (Swan) 1964
I Want to Hold Your Hand (Capitol) 1964

BEATON, MARY

Don't (Barbara Beat Song) (RCA Victor) 1958
Stranger in Paradise (Columbia) 1954

BENNETT, TONY

Because of You (Columbia) 1952
Cold, Cold Heart (Columbia) 1952
Hugs to Riches (Columbia) 1953
Stranger in Paradise (Columbia) 1954

BENTON, BROOK

Baby (with Duke Washington) (Decca) 1940
It's Just a Matter of Time/So Many Ways (Mercury) 1959

BILK, ACKER

Stranger on the Shore (Aldco) 1962

BILLIE & LILLIE

Lah Dee Dah (Swan) 1957

BLACK, BILL, & COMBO

Shook (Part 2) (Hi) 1960
White Silver Sands (Hi) 1960

BLACK, JEANNE

He'll Have to Stay (Capitol) 1950

BONDS, GARY (U. S.)

Quarter to Three (La Grand) 1961

BOOKER T. & THE MG'S

Green Onions (Savoy) 1962

BOONE, PAT

Ain't That a Shame (Dot) 1955
I Almost Lost My Mind (Dot) 1956
I'll Be Home (Dot) 1956
Love Letters in the Sand (Dot) 1957
Remember You're Mine (Dot) 1957
Why, Baby, Why (Dot) 1957
Don't Forget Me (Dot) 1957
Friendly Persuasion (Dot) 1957
April Love (Dot) 1958
A Wonderful Time Up There (Dot) 1958
Speedy Gonzales (Dot) 1962

BOSTIC, EARL

Flamingo (King) 1954

BOYD, JIMMY

I Saw Mama Kissin' Santa Claus (Columbia) 1952

BRADFORD, ALEX

The Clap to Heaven/I Don't Care What the World May Do (Specialty) 1954

BREWER, TERESA

I Walk Alone With You (Coral) 1953
Ricochet (RCA) 1954
Music, Music, Music (London)

BRITT, ELTON

There's a Star-Spangled Banner Waving Somewhere (RCA Victor) 1964

BROWN, JAMES

Try Me (Federal) 1959
Piano, Piano, Please (Federal) 1956

BROWN, LEE

Sentimental Journey (Columbia) 1945
I've Got My Love to Keep Me Warm (Coral)

BROWN, RUTH

Lucky Lips (Atlantic) 1957
5-10-15 Hours (Atlantic) 1955
Mama, He Treats Your Daughter Mean (Atlantic) 1955

BROWNS

The Three Brills (RCA Victor) 1959

BUCHANAN & GOODMAN

Flying Saucer (Luncheon)

BYRNES, EDD, & CONNIE STEVENS

Kookin', Kookin', Lend Me Your Comb (Warner Bros.) 1959

CALLOWAY, CAB

Jumpin' Jive (Columbia) 1939

CANNON, FREDDY

Way Down Yonder in New Orleans (Swan) 1949
Tallahassee Lasso (Swan) 1959
Palloades Park (Swan) 1962

CAVALLARO, CARMEN

Polonaise (By Chapin) (Decca) 1945

CHACKSFIELD, FRANK

For You (London)

CHAMPS

Tessie (Challenge) 1958

CHANDLER, GENE

Duke of Earl (Vee Jay) 1961

CHANDLER, KAREN

Hold Me, Thrill Me, Kiss Me (Coral) 1953

* RIAA Certified Million Seller

April 11, 1964 • Billboard 1964 Radio Programming Guide

61

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"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Del... St... LA & OC (IT'S WILD)

AND IT'S FROM



At. #7284

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Bergenfield, New Jersey

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FOUR SEASONS

Sherry (Nov. Jan.) 1962
Big Girls Don't Cry (Mar. May) 1963
Walk Like a Man (Nov. Jan.) 1963

FOUR TUNES

I Understand (Jul./Aug.) 1954
Marie (Jul./Aug.) 1954

FRANCIS, COMIE

White Furry Monkey (MGM) 1958
Lipstick on Your Collar/Framma (MGM) 1959
Mama/Teddy (MGM) 1960
Everybody's Somebody's Fool (MGM) 1960

FREBERG, STAN

No. George & The Dragonet (Capitol) 1953

GAYLORDS

Tell Me You're Mine (Mercury) 1958

GIBBS, GEORGIA

Don't Tell Me (Mercury) 1952
Dance With Me, Henry (Mercury) 1955
Twiddledee Dee (Mercury) 1955

GILMER, JIMMY, & THE FIRE BALLS

Super Shock (Dot) 1963

GLAME, WILL

Beer Barrel Polka (RCA Victor) 1943

GLEASON, JACKIE

Malancholy Serenade (Capitol) 1953

GODFREY, ARTHUR

Ten Fat Fat (Columbia)

GORDON, BARRY

Knight for Christmas (MGM) 1953

GORE, LESLEY

It's My Party (Mercury) 1963

GRACIE, CHARLIE

Butterfly (Cameo) 1957

GRAMMER, BILLY

Gotta Travel On (Motown) 1958

GRANT, GOOI

Kindred Wind (Decca) 1956

GUTAI, SAM

The Things I Used to Do (Specialty) 1954

HALEY, BILL

Rock Around the Clock (Decca) 1954
See You Later Alligator (Decca)-1954
Shake, Rattle & Roll (Decca) 1954

HAMILTON, GEORGE

A Rose & a Baby Ruth (ABC-Paramount) 1957

HARMONICATS

Pig of My Heart (Mercury) 1950

HARRIS, PHIL

The Thing (RCA Victor) 1951

HARRISON, WILBERT

Country Club Party 1959

HAYES, BILL

Dave Crockett (Cadence) 1955

HAYMES, DICK

You'll Never Know (Decca) 1943
Little White Lies (Decca) 1948

HEIDT, HORACE

Drop in the Heart of Texas (Columbia)

HELMS, BOBBY

My Special Angel (Decca) 1957
Jingle Bell Rock (1963)

HERMAN, WOODY

Woodchopper's Ball (Decca) 1948
Laura (Columbia)

HIGHWATMAN

Michael (United Artists) 1961

HILTOPPERS

P.S. I Love You (Dot) 1953

HOLLY, BUDDY

Peggy Sue (Coral) 1958

HOLLYWOOD ANGELS

Alley-Oop (Lette) 1960

April 11, 1964 • Billboard 1964 Radio Programming Guide

HOMES, LEROY

The High and the Mignify (MGM) 1954

HORN, JOHNNIE

The Battle of New Orleans (Columbia) 1959

HOWARD, EDDIE

Sw (Mercury) 1956
To Each His Own (Mercury) 1957

HUNT, PEI WEE

Twelfth Street Rag (Capitol) 1951
Oh (Capitol) 1953

HUNTER, "POKEY" JOE

Since I Met You, Baby (Atlantic) 1956

HUNTER, BAR

Young Love (Dot) 1957

HYLAND, BRIAN

Itzy, Errzy, Teenie, Wienie, Yellow Polka Dot
Balun (Capitol) 1960

Serfed With a Kiss (ABC-Paramount) 1955

NYMAN, DICK

Montal (MGM) 1953

IMPALAS

Super Cub (1959)
I Ran All the Way Home (Cub) 1959

INK SPOTS

The Gypsy (Decca) 1946
To Each His Own (Decca) 1946

ISLEY BROTHERS

Twist and Shout (Wend) 1963

ITURRI, JOSE

Pilomante as A Fiat (Shopp) (RCA Victor) 1947
Clair de Lune (RCA Victor) 1949

JACKSON, STONEWALL

Waterloo (Columbia)

JACOBS, DICK

Max With the Golden Arm (Coral) 1957

JAMES, HARRY

Credulubin (Columbia)
Kater Pereda (Columbia)
I Had the Craziest Dream (Columbia)
You (Columbia) 1943
One o'Clock Jack (Columbia)
You Made Me Love You (Columbia)

JAMES, JOHN

Why Don't You Balance Me? (MGM) 1952
Your Cheating Heart (MGM) 1953
Have You Heard? (MGM) 1952
How Important Can It Be (MGM) 1958

JAMES, SONNY

Young Love (Capitol) 1957

JAN & DEAN

Surf City (Gordy) 1963

JEKINS, GORDON & THE WEAVERS

Maybe You'll Be There (Decca) 1947
Goodnight, Irene (Decca) 1950
Tanna, Tanna, Tanna (Decca) 1950

JOHNSON, LOHIE

Tomorrow Night (Long) 1950

JOLSON, AL

April Showers/Swagger (Decca) 1945
Anniversary Song (Decca) 1946
California Here I Come/Reckless Your Baby
(Decca) 1946
Sunny Boy/My Mammy (Decca) 1946
You Made Me Love You/My Blushier Noes (Decca)
1946

JONES, JIMMY

Handy Man (Cub) 1959
Good Times (Cub) 1960

JONES, SPIKE

Certain for Two (RCA Victor) 1946
My Two Front Teeth (RCA Victor) 1949

JORDAN, LOUIS

Choo Choo Ch' Boogie (Decca) 1946

JUSTIS, BILL

Raunchy (Phillips Int'l) 1958

KALIN TWINS

When Santa (MGM) 1958

KALLEY, KITT

Little Things Mean a Lot (Decca) 1954

KING, PEE WE

Slow Poke (RCA Victor) 1953

KINGSTON TRIO

*Tom Dostley (Capitol) 1958

KNIGHT, EVELYN

A Little Bird Told Me (Decca) 1948

KNOX, BUDDY

Farty Doo (Bouffette)

KYSER, KAY

Jingle, Jangle, Jingle (Columbia)
On a Slow Boat to China (Columbia)
Praise the Lord (Columbia)
Strip Polka (Columbia)
Three Little Fishes (Columbia)
Who Wouldn't Love You (Columbia)
Woody Woodpecker (Columbia) 1959

LAHZA, MARIO

Be My Love (RCA Victor) 1951
The Loveliest Night of the Year (RCA Victor) 1952

LAIME, FRANKIE

That's My Darlin' (Mercury) 1947
Shine (Mercury) 1948
Mule Train (Mercury) 1949
Lucky Old Sun (Mercury) 1949
Cry of the World Gossamer (Mercury) 1950
Jambal (Columbia) 1953
I Believe (Columbia)-1953
Moonlight Gambler (Columbia) 1957

LA ROSA, JULIUS

Oh, Cammie (Cade) 1953

LEE, BRENDA

I'm Sorry/That's All You Gotta Do (Decca) 1961

LEE, PIGGY

Nanana (Capitol) 1948
Lover (Decca) 1952

LESTER, KITT

Love Letters (Etn) 1962

LEWIS, BOBBY

Tossin' & Turnin' (Bellona) 1961

LEWIS, JERRY LEE

Breathless (Sunt) 1957
Great Balls of Fire (Sunt) 1957
Whole Lotta Shakin' Goin' On (Sunt) 1958

LIGGINS, JOE

Pink Champagne (Specialty) 1950
I Gotta Right to Cry/Nonstopper (Specialty) 1950

LITTLE ANTHONY & THE IMPERIALS

Tears on My Pillow (Etn)

LITTLE EVA

Loco-Motion (Dimension) 1962

LITTLE RICHARD

Tutti Frutti (Specialty) 1955
Big Top (Specialty) 1956
Long Tall Sally (Specialty) 1956
Lucille (Specialty) 1957
Keep a Knockin' (Specialty) 1957
Jenny Jenny (Specialty) 1957
Good Golly, Miss Molly (Specialty) 1958

LITTLE WILLIE JOHN

Rever (King) 1955
Talk to Me, Talk to Me (King) 1958

LOMARDO, GUY

Third Man Theme (Decca) 1950
Christmas Island (with the Andrews Sisters)
(Decca) 1946
Humoresque (Decca) 1946
Gutter Pereda (Decca) 1947

LORDON, LAURIE

*He's Got the Whole World in His Hands (Capitol)
1958

LONG, JOHNNY

Sherry Town (Decca) 1940

LOPEZ, TRINI

If I Had a Hammer (Meris) 1962

LOWE, JIM

Drum Boogie (Dot) 1957

LUDWIG, ART

When Santa (MGM) 1952



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AT THE NAT'L SHOW SEE THE COMPLETE

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AND THE BILLY

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ROOM NO. 4

TV LOUN

EDEN ROC

LYNN, FRANKIE & THE TEENAGERS

My Shy Fall in Love (Cap)

LYNN, VERA

And Wasteland (London) 1955

Yours (London)

McDONALD, JEANETTE & NELSON EDDY

Indian Love Call (RCA Victor) 1955

MADDOX, JOHNNY

Crazy Dips (Dot) 1955

MANGANO, STEVANA

Anna No. 1955

MANTOVANI

Charmante (London)

MAR-KEYS

Love, Hope, Steel 1967

MARTIER, RALPH

Let's Get Married (Mercury) 1952

Portland (Mercury) 1952

MARTHA & THE VANDELLAS

Real Wave (Grip) 1963

MARTIN, DEAN

That's Amore (Capitol) 1955

Mammas Are Made of This (Capitol) 1955

MARTIN, FREDY

Elshakibi, Pando (Imperial) #1 (RCA Victor) 1946

White Christmas (RCA Victor) 1946

MARTIN, TONY

To Each His Own (Mercury) 1955

MARVELETTE

Frankie M. Postman (Tampa) 1962

MATHIS, JOHNNY

Notices Are Fumblum 1957

MAYFIELD, PERCY

Prayer Send Me Someone to Love (Specialty) 1951

McCOY, CLYDE

Super Boss (Capitol) 1946

McGUIRE SISTERS

Scramble, 1955

Supremacy (Capitol) 1958

MCPHATTER, CLYDE

A Lover's Question (Atlantic) 1958

MILLER, GLENN

Swampyland (Capitol) 1942

Wavelength (Savoy) (RCA Victor) 1944

Sinner's Brother (RCA Victor) 1944

In the Mood (RCA Victor) 1944

American Patrol (RCA Victor) 1944

Yip-Dee (RCA Victor) 1944

Penitence (RCA Victor) 1945

Turkey Trot (RCA Victor) 1945

Patent (RCA Victor) 1951

MILLER, MITCH

Bridge on the River Kwai (RCA Victor)

W. R. Ross (RCA Victor) 1955

MILLS BROTHERS

Too Awful Hurt (The One You Love (Decca) 1944

Paper Yip (Decca) 1948

Glow Worm (Decca) 1952

MILTON, ROY

R. W. Ross (Specialty) 1945

MIRALLES

Drop Around (Tampa) 1962

MITCHELL, GUY

My heart's just for you (Columbia) 1951

Limbo (Capitol) 1951

Heartsy by the Numbers (Columbia)

My True Love (Columbia)

Round (Columbia) 1951

Pittsburgh, Pennsylvania (Columbia) 1952

MODUGNO, DOMENICO

Volare (Decca) 1958

MONROE, VAUGHN

Rockin' RCA Victor 1948

Riders in the Sky (RCA Victor) 1946

There I've Said It Again (RCA Victor) 1946

Being With the Moon (RCA Victor) 1952

MONTE, LOU

Papino the Italian Mouse (Capitol) 1963

MONTEZ, CHRIS

Let's Dance (Monogram) 1962

MOONEY, ART

Believe What You See (Imperial) 1957

Four Leaf Clover (Ugma) 1955

Myra (Capitol) 1955

MORGAN, JANE

Excitation (Kapp) 1958

MORGAN, RUSS

Stronger than the River (Decca) 1949

MORSE, ELLA MAE

Black and Blue (Capitol) 1952

MULLICAN, MOON

Newly Born (Newly Born) (Kapp) 1950

Let's Go (Newly Born) (Kapp) 1950

NELSON, RICK

Stand Up (Imperial) 1957

Believe What You See (Imperial) 1957

Port Little Red (Imperial) 1958

Longtime (Imperial) 1958

Be-Bop Baby (Imperial) 1960

Hotly (Vee-Jay) (Imperial) 1963

Trickin' (Vee-Jay) (Imperial) 1963

NELSON, SANDY

Tempest (Imperial Sound) 1960

ORRISON, ROY

Let's Go (Newly Born) (Kapp) 1950

ORIOLES

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Let's Go (Newly Born) (Kapp) 1

SMITH, KATE
Rose O'Day (Columbia) 1941SNYDER, BILL
New Other (Decca) 1957SOUL, JIMMY
If You Wanna Be Happy (S.P.O.B.) 1962STAFFORD, JO
Tombation (Capitol) 1948
Make Love to Me (Columbia) 1954
Early Autumn (Columbia)STANDLEY, JOHNNY
It's in the Book (Capitol) 1952STAR, KAY
Wheel of Fortune (Capitol) 1952
Rock and Roll Wails (RCA Victor) 1951STEELE, JON AND SANDRA
My Happiness (Capitol) 1951STEVENS, CONNIE
Sixteen Reasons (Warner Bros.) 1961STEVENS, BOBBE
Pink Shovelers (Crystallite) 1959STOKOWSKI, LEOPOLD
Tales From the Vienna Woods (RCA Victor) 1952STOLOFF, MORRIS
Moonlight and Picnic Theme (Decca) 1957STONE, ROLAND
Something Sweet (Ace) 1960STORM, GALE
Meet You Knocking (Dot) 1956TERRY, BEARS
To Know Him Is to Love Him (Dore)THOMPSON, HANK
Wild Side of Life (Capitol) 1951THOMPSON, SONNY
Long Gone (Parts 1 & 2) (Minicore) 1948TORENI
"The Lion Sleeps Tonight" (RCA Victor) 1962TORNADOES
Telstar (London) 1963TUCKER, ORBIN
Dr. Jekyll (Columbia) 1939TURNER, JOE
Chains of Love (Atlantic) 1954
Corina, Corina (Atlantic) 1954TWITY, CONWAY
It's Only Make Believe (MGM) 1958TYMES
So Much in Love (Parway) 1963VALENS, RITCHIE
Come to the Samba (De-Fil) 1959VAUGHN, BILLY
Sail Along Silvery Moon (Dot) 1958
Wheels (Dot) 1962VENTURES
Walk, Don't Run (Decca) 1960VINTON, BOBBY
"Roses Are Red" (Epic) 1962
Candy (Epic) 1963WALING, FRED
"Tears the Night Before Christmas" (Decca) 1942WASHINGTON, DINAH, WITH
BROOK BENTON
Baby (Mercury) 1950WEAVERS
On Top of Old Smokey (Decca) 1951WEBER, JOAN
Come to the Samba (Decca) 1954WEIKS, TED
Heartaches (Decca) 1950
Nicky (Decca) 1950WEIK, LAWRENCE
Tallulah (Dot) 1961WHITEMAN, PAUL
Whispering (RCA Victor) 1921
Three O'Clock in the Morning 1923

April 11, 1964 • Billboard 1964 Radio Programming Guide

WHITEHEAD, DAVID
Cora Mia (London) 1936WHITING, MARGARET, AND
JIMMY WARELY
Slipping Around (Capitol) 1949WHITMAN, SLIM
Indian Love Call (Imperial) 1952
Secret Love (Imperial) 1953
Rose Marie (Imperial) 1954WILLIAMS, BILLY
I'm Gonna Sit Right Down and Write Myself a
Letter (Capitol) 1957WILLIAMS, HANK
Loretta Blue (MGM) 1949
Cold, Cold Heart (MGM) 1951
Ambush (MGM) 1950WILLIAMS, LARRY
Short, Fat, Fanny (Specialty) 1957
Rory Marlowe (Specialty) 1958WILLIAMS, OTIS, AND THE CHARMS
Hearts of Stone (Decca) 1955
Ivory Tower (Decca) 1956WILLIAMS, OTIS, AND THE CHARMS
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Hearts of Stone (Decca) 1955
Ivory Tower (Decca) 1956WILLIAMS, ROGER
Autumn Leaves (Rapp) 1955
Tulip (Rapp) 1958WILLIAMS, TEX
Smoke, Smoke, Smoke (Capitol) 1947WILLIS, CHUCK
What Am I Living For (Atlantic) 1958WILLS, BOB
San Antonio Rose (Columbia)WILSON, JACKIE
Lovely Lovelies (Brunswick) 1959WONDER, LITTLE STEVE
Fingerprint (Part 1) (Tama) 1963WOOLLEY, SHEB
Purple People Eater (MGM) 1960
Blue Short Wails (Columbia)YANKOVICH, FRANK
Blue Short Wails (Columbia)YORGEON, YOGI
I Yell Go Nuts at Christmas (Capitol) 1949

Community Affairs Projects • Continued from page 30

Programs for Youth

WRCV radio and television, the NBC-owned stations in Philadelphia, received honors when they were named State winners of the "Golden Mike Awards" in the annual American Legion Auxiliary competition for programming "in the interest of youth." WRCV radio was honored for the "High School Highlights" series on teen-age school activities. The TV outlet was cited for its "Gateways to Careers" series on young people's job opportunities, presented in co-operation with the American Society for Competitive Enterprise System.

"Gateways to Careers" was an 11-program series designed to acquaint young people with various career opportunities in local business and industry. A portion of the program showed a tour of a local business or industry by a group of high school students, followed by an in-studio discussion with company executives on the opportunity for a career in that specific field.

"High School Highlights," sponsored by Blue Cross, spotlighted activities of area public, parochial and private high schools, with football stars, coaches and prominent local leaders as guests.

United Fund in D. C.

In addition to a heavy schedule of spot announcements (which included half-hourly, WWDC (Washington, D. C.) made available its Satellite Studio for daily organizations during October from leading shopping centers. WWDC deejays originated many of their programs from the studio. There were daily interviews with

various UGF officials, and the station as sponsor of the Miss Washington Contest, arranged to have Miss Washington appear at the Kick-Off Rally for Government Employees at Constitution Hall, and also at the Downtown Businessmen's Rally.

Apple a Day

If an apple a day keeps the doctor away, some of Chicago-land's lucky teachers should be the healthiest folks in town. WLS, in co-operation with 192 Chicago A & P stores, gave away two cases of apples per day to teachers nominated by their students. In the on-the-spot promotion, WLS invited students to describe in 25 words or less why they appreciated their teachers. The "Teacher of the Day" was saluted each day on the air, and received two cases of Washington fancy, delicious apples—enough for everybody in the class!

Parade of Pennies

WSIX radio (Nashville) was honored by the American Legion for its "Parade of Pennies" drive to obtain funds to help the local American Legion Post to purchase Christmas items for the Post's Annual Christmas Party for Underprivileged Children... about 1,500 children in all.

For Students Only

WERE radio (Cleveland) for the past 10 years has been providing a five-minute daily news show to high school students throughout the city. The broadcasts are fed via land line to WBOE (Board of Education station), which, in turn, rebroadcasts the newscasts on closed circuit to all high schools.



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under
and like it's happening in... Chi...
... Del... SF LA & D.C.
(IT'S WILD)

AND IT'S FROM



A14 #7284

JACK'S LATEST AND A
BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

203 South Washington Avenue
Burgfield, New Jersey

ITS . NO
NO BUBBLING
ST RECORDS
WEEKS
'SETTE'
S THIELEMAN

108 WEST END BOULEVARD
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Sovine scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for persons from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. . . Arrangement has been completed for another Connie B. Cook country music spectacular to be held at New Orleans Municipal Audi-

ssissippi and New Mexico April 6. . . Future Records, Detroit, has made the switch to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lynne, Wendy Smith and Lloyd Howell. . . Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. . . Jimmy Key, of Key Talent, Nashville, will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key Office.

Leon McAuliffe and His Cimarron Ares are routed for Christmas Eve, Dec. 24, at Okla., April 8: Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dotie played the Flame Club, Minneapolis, her second time there. . . Song-writer Kay Arnold has scored with a dozen placements on her material since changing her base operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. . . The disk will also be out soon in Germany and Japan.

LENNY DEE
MARTIN DENTON
PETE FOUNTAIN
EDDIE HAZELL
LIVING GUITARS
ANDRE KOSTALNETZ

AMOUNT LES MCCANN
WORLD-PACIFIC
VICTOR GLENN MILLER/BENEKE
CAPITOL
LIBERTY PETER NERO
RCA VICTOR
DECCA THE NUTTY SQUIRRELS
RCA VICTOR
LIBERTY JIMMY SMITH
VERVE
CORAL ART VAN HAMME
COLUMBIA
SARAH VAUGHAN
MERCURY
RCA CAMDEN GERALD WILSON
WORLD-PACIFIC
COLUMBIA GINO MESCOLI
VESUVIUS

P.S.: For free piano solo or
vocal version, write:

DUCHESSE MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

Continued from page 66

- "Sentimental Sing Along With Mitch (Columbia) 1962
- "Happy Times Sing Along With Mitch (Columbia) 1962
- "Christmas Sing Along With Mitch (Columbia) 1962
- "Saturday Night Sing Along With Mitch (Columbia) 1962
- "Party Sing Along With Mitch (Columbia) 1962
- "Memories Sing Along With Mitch (Columbia) 1962
- "Folk Song Sing Along With Mitch (Columbia) 1963

MILLS BROTHERS

Mills Brothers' Souvenir Album (Dascal) 1955
 Laffited, (The Best of the Mills Brothers)

MORMON TABERNAKE CHOR

"The Lord's Prayer (Columbia) 1963

NELSON, RICK

Ricky (Imperial) 1958

Ricky Sings Again (Imperial) 1963

NELSON, SANDY

Let There Be Drums (Imperial) 1963

NEWMARTH, BOB

"Lullaby-Tune, Along of Bob Newhart (Warner Bros.) 1962

OLDIES BUT GOODIES, VOL. I

Various Artists (Original) 1962

ORMANDY, EUGENE

"Glorious Sound of Christmas (Columbia) 1962

PETER, PAUL & MARY

"Peter, Paul & Mary (Warner Bros.) 1962

"Moving (Warner Bros.) 1963

"In the Wind (Warner Bros.) 1963

THE PLATTERS

The Platters (Mercury) 1960

"Echoes of Golden Hits (Mercury) 1961

PRESLEY, ELVIS

"Elvis (RCA Victor) 1960

"Elvis' Golden Records (RCA Victor) 1961

"G.I. Blue (RCA Victor) 1961

"Blue Hawaii (RCA Victor) 1961

"Elvis' Christmas Album (RCA Victor) 1963

"Girls, Girls, Girls (RCA Victor) 1963

SEVILLE, DAVID, & THE CHIPMUNKS

Let's All Sing With the Chipmunks (Liberty) 1959

Christmas With the Chipmunks (Liberty) 1962

SHAW, ROBERT

Christmas hymns & Carols (RCA Victor) 1960

SHERMAN, ALLAN

"My Son the Falsetto (Warner Bros.) 1962

SINATRA, FRANK

"Songs for Swinging Lovers (Capitol) 1962

"Come Dance With Me (Capitol) 1962

"Only the Lonely (Capitol) 1962

"Nice 'N' Easy (Capitol) 1962

"This Is Sinatra (Capitol) 1962

1 Remember (RCA Victor) 1962

SINGING NUN

"The Singing Nun (Philips) 1963

SIXTY YEARS OF MUSIC AMERICA

Various Artists (RCA Victor) 1960

SNYDER, TERRY

Persuasive Percussion, Vol. I (Command) 1961

VALENS, RITCHIE

Ritchie (De-Fil) 1960

Ritchie Valens (De-Fil) 1960

VAUGHN, BILLY

"Sail Along Silly's Moon (De-Fil) 1962

"Blue Hawaii (De-Fil) 1962

"Theme From 'A Summer Place' (De-Fil) 1962

VEE, BOBBY

Bobby Vee's Golden Greats (Liberty) 1962

VENTURES, THE

The Ventures Play Taster, The Lonely Bull & Others (Dutton) 1963

WARING, FRED

"Was the Night Before Christmas (Dascal) 1956

WELK, LAWRENCE

"Calcutta (Dell) 1961

WARREN, RUSTY
 Songs for Simons (Sublim) 1958
 Rockabye (Sublim) 1959
 Seasonal (Sublim) 1961

WELK, LAWRENCE

"Calcutta (Dell) 1961

WILLIAMS, ANDY

"Rock & Roll (Columbia) 1962

"Days of Wine & Roses (Columbia) 1963

WILLIAMS, ROGER

Songs of The Fabulous Fifties (Rapp) 1960

"To (Rapp) 1960

ORIGINAL CASTS
SOUND TRACKS

AROUND THE WORLD IN EIGHTY DAYS

Sound Track (Dascal) 1957

CAMELOT

Original Cast (Columbia) 1962

CAROUSEL

Sound Track (Capitol) 1959

THE EDDIE DUCHIN STORY

Sound Track (Dascal) 1958

EXODUS

Sound Track (RCA Victor) 1962

FLOWER DRUM SONG

Original Cast (Columbia) 1962

GIGI

Sound Track (MGM) 1962

THE GLENN MILLER STORY

Sound Track (Dascal) 1959

HANS CHRISTIAN ANDERSEN

Sound Track (Dascal) 1955

THE KING AND I

Original Cast (Dascal) 1953

THE KING AND I

Sound Track (Capitol) 1959

THE MUSIC MAN

Sound Track (Warner Bros.) 1963

THE MUSIC MAN

Original Cast (Capitol) 1959

MY FAIR LADY

Original Cast (Columbia) 1957

OKLAHOMA

Original Cast (Dascal) 1945

OKLAHOMA

Sound Track (Capitol) 1959

PORGY & BESS

Sound Track (Columbia) 1963

ROCK-A-BYE YOUR BABY

(THE JOELSON STORY)
 Sound Track (Dascal) 1947

SHOWBOAT

Sound Track (MGM) 1960

THE SOUND OF MUSIC

Original Cast (Columbia) 1961

SOUTH PACIFIC

Original Cast (Columbia) 1958

SOUTH PACIFIC

Sound Track (Columbia) 1962

THE THREE PENNY OPERA

Original Cast (MGM) 1959

WEST SIDE STORY

Original Cast (Columbia) 1962

WEST SIDE STORY

Sound Track (Columbia) 1962

DISCUSS TECHNIQUES

Continued from page 44

Production: "LPs" needed for production of spots, specials, etc., are kept in this file in alphabetical order.

Comedy: "Comedy LPs" are filed in alphabetical order.

Holiday and Religious: These "LPs" are filed under important national and religious holiday groupings.

How a personality makes up his show: The personality is obliged, by management, to take a minimum of one hour to make up a three-hour show. He selects his "singles" from the master single list and "LPs" from his individual file in the "new" LP file. Before making his selection, he double checks the show preceding his to clear "new" LP material.

The personality then makes up his show listing each record in order on a music sheet as it will be played on the air. He makes three copies of his music sheet—one for the program director, one for the library file and one for himself. He takes his "LPs" with him to the studio. On the console, is a box containing all the "singles" which correspond by number with the master sheet in the library. This box is made up each week to conform with the new master music list.

These are the important fundamentals in WJR's record library file system. We feel the system is a good one and simple enough for one person to supervise. Of course, the co-operation of the personality who handles the records is a necessary element in keeping our house clean.

Research, Goals, Professionalism

By Mark Olds
 General Manager, WINS, New York

At no time, it seems, has there been so much talk about the importance of the product... the programming of the radio station. At no time have trained, able programmers been as hard to find. Why?

Simple... the business gets more competitive every day. Gone are the days when a smart young feller could walk into a good-sized town and grab off half of the available audience in a matter of weeks. By now, almost everybody in radio is conversant with most of the techniques used successfully elsewhere... and is far more sophisticated in approaching his own station problems.

In fact, this sophistication has led to an interesting stratification of radio. In the old days (like 1956), we used to talk about net stations, indies, and specialists. Today, we split the spectrum into something like this: Talk,

(Continued on page 70)

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

*Bill Gavin Record Survey, January 1964

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Her impact
 in Israel is "incredible!"
 See her
 hit here
 on

RCA VICTOR

the most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constanco de Guzman, Restie Umali, Josefino Central, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pre-setter, "A Million Thanks to You"), there is also a batch of favorites in the standard category thrown in for good measure.

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CHRISTIAN TOPERLEFF

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WQFM, Milwaukee, Wisconsin

"... your service is unique in that one can be selective."
WWSG, Glens Falls, New York

"... this is by far the best service I have ever run across. Our record problems seem to have been solved!"
WFOY, St. Augustine, Florida

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Write for your free catalog of RSI Services today. And if your librarian or program director is not receiving RSI's monthly album listing, please make note on your station letterhead to that effect.

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RECORD SOURCE INTERNATIONAL

Dept. NA, 165 W. 46th St., New York, N. Y. 10036

April 15, 1964 • Billboard 1964 Radio Programming Guide

OUR ALBION
1808 WEST END BLDG.
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

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"GREASE MONKEY"

by Brother Jack McDuff

45-799

on the Billboard Bubbling under and like it's happening in... Chi... Del... SF LA & OC... (IT'S WILD)

AND IT'S FROM



A/S. #7284

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PRESTIGE RECORDS

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Hartford, Conn. 06105

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ST RECORDS
WEEKS
:SETTE'
S THIELEMANS

AMOUNT	LES MCCANN	WORLD-PACIFIC
VICTOR	GLEN MILLER/BENEKE	CAPITOL
LIBERTY	PETER NERO	RCA VICTOR
DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MEXICO	VESUVIUS

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322 W. 48th STREET

NEW YORK, N. Y. 10036

COUNTRY MUSIC CORNER

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*The Girl
you want
to
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NATIONAL ASSOCIATION OF RECORD MERCHANTSERS.*

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"the top female artist on singles for 1963"

*NARM POLL FOR 1963



**Brenda
Lee**

DIRECTION

WILLIAM MORRIS AGENCY

EXCLUSIVELY

DECCA RECORDS

PERSONAL MGT.

DUE ALBRITTEN

1808 WEST END BLDG.
NASHVILLE, TENN.

...let me sing...
BRENDA LEE

"THINK"

...let me sing...
BRENDA LEE



...let me sing...
BRENDA LEE

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LENNY DEE

MARTIN DENNY

PETE FOUNTAIN

EDDIE HAZELL

LIVING GUITARS

ANDRE KOSTELANETZ

WORLD-PACIFIC
CAPITOL
RCA VICTOR
VICTOR
LIBERTY
DECCA
LIBERTY
CORAL
COLUMBIA
COLUMBIA
RCA CAMDEN
COLUMBIA
LES MCCANN
GLENN MILLER/BENEKE
PETER NERO
THE MUTTY SQUIRRELS
JIMMY SMITH
ART VAN DAMME
SARAH VAUGHAN
GERALD WILSON
GINO MESCOLI
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203 South Washington Avenue
Bergenfield, New Jersey

**RTS . . . NO
NO BUBBLING
ST RECORDS
WEEKS
ESETTE'
S THIELEMANS**

**Programming Leaders
Discuss Techniques**

• Continued from page 68

At WINS, in the country's largest, and one of its most competitive markets, we try to apply this approach of research, setting of goals and pro-

Programming Service Guide

• Continued from page 52

**IN TUNE
WITH THE TIMES**

NEIL SEDAKA

Latest Smash Single!... "THE CLOSEST THING TO HEAVEN" ... RCA Victor 8341

The internationally significant artist important to everyone in radio, television, or interested in radio and television. Neil's albums conform to all music station format from contemporary to pop standard. Neil sings in English, Italian, German and Spanish!

Program Neil's latest albums—the music radio fans want to hear! Neil will cut personality promo tapes for your station upon request.

Exclusively: RCA VICTOR



NEIL SEDAKA • CIRCULATE
LPM-2317



NEIL SEDAKA SINGS LITTLE DEVIL
LPM-2631



NEIL SEDAKA ITALIANO
LPM-10140



NEIL SEDAKA SINGS HIS GREATEST HITS
LPM-2637

BOOKINGS **XXX**

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Her impact
in Israel is "incredible!"
See her
hit here
on

RCA VICTOR

Only the most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

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CHRISTIAN TOERSLEFF

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

COUNTRY MUSIC CORNER

Continued from page 18

promoted by the veteran Larry Shunbuck moves in for a single matinee performance. Spearheading the talent brigade will be the troupes of Lester Flatt and Earl Scruggs and Their Foggy Mountain Boys, Buck Owens, Dale and Grace, Sonny James, George Morgan, Warner Mack, Loretta Lynn, Red Smith and Don Reno and Marilyn Mann (Miss World). Hank Thompson and His Brazos Valley Boys and Roy Clark guest on the Jimmy Dean TV-April 9. It marks Clark's third guest spot on the Dean show. He is currently working Midwestern dates for Mack Sanders, of KSIR-Radio, Wichita, Kan. . . . Rodney and the Blazers are working a long string of one-nighters with Wanda Jackson through Kansas, Texas, New Mexico, Colorado, Wyoming, Missouri and Illinois.

Station K-BER, San Antonio, one of the nation's top c&w stations, presented another in a series of "Grand Ole Opry" shows at San Antonio's Auditorium Saturday (4). In the talent lineup were Marty Robbins, Hank Thompson, Lefty Frizzell, Tex Ritter, Rose Maddox and Roger Miller. A. V. Bamford, veteran promoter and owner of K-BER, reports that follow-up shows have already been contracted for May and June. . . . B-W Music Inc., Wooter, Okla., has United Artists' Kathy Dee set for shows at WHPL, Winchester, Va., April 18, and WCMS, Norfolk, Va., April 19.

Rose Maddox and her boys kicked off a six-week tour in Texas April 1, which will carry the group through the Lone Star State, Oklahoma, Iowa, Minnesota, Wisconsin and Illinois. Accompanying Rose on the tour is her laughing brother, Cal. . . . Ernest Aschworth will pull up stakes in Huntsville, Ala., around mid-May to settle his family in Nashville.

Capitol artist Roy Clark's April bookings carry him to the Elmer Club, Houston, 8, 10; Bamboo Club, Enid, Okla., 11; CMA show, Detroit, 17; "Big D Jamboree," Dallas, 18; Wichita, Kan., 20; Auditorium, Omaha, 24; Auditorium, Lawrence, Kan., 25; Memorial Hall, Kansas City, Mo., 26; Auditorium, Sioux City, Ia., 27; Auditorium, Sioux Falls, S. D., 28; Auditorium, Lincoln, Neb., 29; and Auditorium, Salina, Kan., 30.

A package set by Rex Rinehart through the Denny-Moeller Talent Agency, Nashville, has embarked on a 13-day tour of Nebraska, Wyoming, Colorado, Idaho, Oregon and California. In their Perkins line-up are Stone-wall Jackson, Hank Williams, Jimmy Newman, Red Sovine and His Tennessee Valley Boys, Jan Moore and Rex Rinehart. The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then plans to England for a series of dates from May 26 through June 4. . . . Arrangements have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

torium April 12. Set to appear on the show are Webb Pierce, Hank Snow, Carl Smith, Minnie Pearl, Porter Wagoner, Billy Walker, Willie Brumfield, Norma Jean, Bobbi Staff, the Rainbow Ranch Boys and the Wagonmasters. All talent for the show was set by Jack B. Andrews, of the Denny-Moeller office.

Shirlee Hunter will appear at the Azalea Festival, Wilmington, N. C., to represent country music in a variety show that will also feature Frankie Avalon, Bob Luman, the Lester Lanin orchestra, the Bruce Newell orchestra, Les U. S.A. and a group of singers from Yale University. The Jim Gemmill office, Richmond, Va., also has Jim Hunter set for the Shenandoah Apple Blossom Festival at Winchester, Va., May 1-2. . . . The second of five country music spots to be presented this year by Radio Ranch Productions of Station WCMS, Norfolk, will be held at Municipal Auditorium, Norfolk, April 19, with the talent line comprising Marty Robbins and band, Leroy Van Dyke and the Auctioneers, Bill Anderson and band, Mac Wiseman, Lonzo and Oscar, Bill Harrell, Smitty Irwin, Buck Ryan, the Virginians and Kathy Dee. Ensey shows will be handled by WCMS's Four Horsemen—Carolina Charlie Wiggs, Sheriff Tex Davis, Hopalong Joe Hoppe and Travelin' Jesse Travers.

During his April 2-15 stint at the Golden Nugget, Las Vegas, Buck Owens will take his two off-days there, April 5 and 12, to play single engagements in Detroit and Cincinnati, respectively. Buck repeats on the Jimmy Dean TV-April 23. Following the Las Vegas stand, Buck makes several dates in California and Arizona before invading Texas, with a stop scheduled on "Big D Jamboree" in Dallas May 9. He follows the Texas trip with a date with Vic Lewis' country music spot at New York's Madison Square Garden May 16-17. Another hooky takes him to the Flying Bird Park, Anderson, Ind., June 7. . . . Eddie Dean has been set by Americana Corporation for a feature slot at the Kankakee (Ill.) Fair. . . . Bill Carlisle, new on Hickory Records, has as his first release for the label a novelty called "Shanghai Rooster."

Rose Maddox took to the road again April 1 for a swing through Arizona, Texas, Oklahoma, Iowa, Minnesota, Wisconsin and Illinois. Included in the trek will be a Bamford tour in Texas, a stint with the Johnny Cash show in Iowa, and a week at the Flamingo Club, Minneapolis.

The Far Young radio show for Pearl Bear starts on 23 stations in Texas, Louisiana, Mississippi and New Mexico April 11. The Denny-Moeller office, Detroit, has made the swing back to country music with the signing of country artists Tommy Collins, Don Gibson, Ray Charles, Patti Labelle, Windy Smith and Lloyd Howell. . . . Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. . . . The show will open late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

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HOT COUNTRY ALBUMS

Billboard Special Survey
FOR WEEK ENDING 4/11/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M), CS 8652 (S)	13
2	2	LORETTA LYNN SINGS Decca DL 4457 (M), DL 74457 (S)	14
3	5	THE BEST OF GEORGE JONES United Artists UAL 3291 (M), UAS 6291 (S)	14
4	4	BUCK OWENS SINGS TOMMY COLLINS Capitol C 1109 (M), C 1109 (S)	14
5	3	CUJAT COUNTRY Celtic Artists, RCA Victor UPM 2783 (M), LSP 2783 (S)	10
6	6	NIGHT LIFE Ray Price, Columbia CL 1971 (M), CS 8771 (S)	14
7	7	RAILROAD MAN Hank Snow, RCA Victor UPM 2705 (M), LSP 2705 (S)	13
8	8	ON THE BANDSTAND Buck Owens, Capitol C 1870 (M), ST 1870 (S)	14
9	9	LESTER FLATT & EARL SCRUGGS AT CARNegie HALL Columbia CL 2045 (M), CS 8645 (S)	12
10	12	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20806 (M), 58 60806 (S)	9
11	17	BILL ANDERSON SINGS Decca DL 4499 (M), DL 74499 (S)	2
12	14	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M), CS 8634 (S)	2
13	13	I LOVE A SON Shirlee Hunter, Columbia CL 2050 (M), CS 8650 (S)	14
14	11	GEORGE JONES & MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART United Artists UAL 3281 (M), UAS 6281 (S)	14
15	10	LOVING ARMS Carl Butler & Country, Columbia CL 2125 (M), CS 8625 (S)	6
16	20	GOOD 'N' COUNTRY Joe Jones, RCA Camden, CAL 794 (M), CAS 784 (S)	3
17	15	SONGS OF THE CITIES Ray Charles, Mercury MG 20883 (M), 58 60883 (S)	8
18	16	FOLK SONG BOOK Eddy Arnold, RCA Victor UPM 2811 (M), LSP 2811 (S)	5
19	18	HITS OF TODAY AND TOMORROW Ernest Alwinch, Hickory 118 (M), (no Street)	4
20	—	SPECIALLY FOR YOU Kitty Wells, Decca DL 4493 (M), DL 74493 (S)	1



"GREASE MONKEY"

by Brother Jack McDuff
45-299

on the Billboard Bubbling under and like it's happening in Chicago. Del. — (S, LA & DC)

IT'S WILD! AND IT'S FROM . . .



AID. #7266 JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

303 South Washington Avenue
Bergsfield, New Jersey

NO CHARTS . . . NO
LISTS . . . NO BUBBLING
. . . JUST RECORDS
18 IN 9 WEEKS
'BLUESETTE'
BY TOOTS THIELEMANS



Decca's own JIMMY MARTIN has hit big with "WIDOW MAKER." The number is getting strong air play and big sales all across the country. (Advertisement)

house, Wichita, Kan., 11. On April 17 the group begins a week's trek through the Pacific Northwest, starting at Tacoma, Wash. . . . Dottie West, who teams with Jim Reeves on a new RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flamingo Club, Minneapolis, her second time there. . . . Songwriter Jay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A new item by Brunswick girl singer Debra-Lee, the song has been recorded for English release by Philips artist Rose Brennan.

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TOOTS THIELEMANS	ARC/PARAMOUNT	LES MCCANN	WORLD-PACIFIC
CHET ATKINS	RCA VICTOR	GLENN MILLER/BENEKE	CAPITOL
LENNY CARO	LIBERTY	PETER NERO	RCA VICTOR
LENNY DEE	DECCA	THE HUTTY SQUIRELS	RCA VICTOR
MARTIN DENNY	LIBERTY	JIMMY SMITH	VERVE
PETE FONTANA	CORAL	ART VAN DAMME	COLUMBIA
EDDIE HAZELL	COLUMBIA	SARAH VAUGHAN	MERCURY
LIVING QUARTETS	RCA CARMEL	GERALD WILSON	WORLD-PACIFIC
ANDRE KOSTELANETZ	COLUMBIA	GUD HESOLD	VESUVIUS

P.S.: For free piano solo or vocal version, write:

DUCHESSE MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

ALBUM REVIEWS (continued)



SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.



POP SPECIAL MERIT

SHANGRI-LA

Robert Maxwell, *His Hope & Cry*, Decca DL 4421 (M), DL 74421 (S)

Harpist Maxwell's single "Shangri-La" is currently climbing the chart, which should do much to point attention to this package of standards performed in an astonishing relaxed manner. The harp is supported by organ and orchestra.



POP SPECIAL MERIT

50 FABULOUS HAWAIIAN FAVORITES

Leroy Holmes & the Southwinds, *United Artists UAL 3353* (M), UAS 6353 (S)

Hawaiian music gets a striking showcasing in this roundup of 50 songs all about the islands by Leroy Holmes. The music is so good that it makes you wish that the songs weren't so good and that the music wasn't so good.



POP SPECIAL MERIT

THIS I BELIEVE

Fred Waring & the Pennsylvanians, *Capitol T 2054* (M), ST 2054 (S)

A fine collection of pop-standard songs performed to perfection by Fred Waring and the Pennsylvanians. Selections include "The Lord's Prayer," "Angels," "You'll Never Walk Alone," "Swanee," and others.



POP SPECIAL MERIT

BANDS!!! LIVE! AT THE RED ONION

Dave McCall & His BanjoJacks Group W 33033 (M), WS 53003 (S)

Here's a wild and recorded live at the Red Onion, a bar and great party in Manhattan. The idea is filled with all the good old fashioned tunes and right for listening along and feeling good.



POP SPECIAL MERIT

THIS YEAR'S TOP MOVIE SONGS

The Four Lads, *United Artists UAL 3356* (M), UAS 6356 (S)

One of the most commercial offerings from this talented group in quite a while. The music is so good that it makes you wish that the songs weren't so good and that the music wasn't so good.



CLASSICAL SPECIAL MERIT

BEETHOVEN COMPLETE PIANO CONCERTOS, VOLUME 8

Arthur Schnabel, *Angel COLX 5*

This is the fifth in the five-volume release of the Arthur Schnabel interpretations of the Beethoven piano concertos. Volume 5 contains the "Emperor."

(Continued on page 78)

BREAKOUT ALBUMS

★ NATIONAL BREAKTHROUS

GLAD ALL OVER

Dave Clark Five, *Epic LHM 24093* (M), BN 24093 (S)

KISSIN' COUSINS

Elvis Presley, *BCA Victor LPM 2894* (M), LSP 2894 (S)

SHUT DOWN, VOL. 2

Beach Boys, *Capitol T 2027* (M), ST 2027 (S)

DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS

Frank Sinatra, *Reprise F 1011* (M), PS 1011 (S)

TRINI LOPEZ ON THE MOVE

Reprise R 6112 (M), RS 6112 (S)

ALLAN IN WONDERLAND

Allan Sherman, *Warner Bros. W 1539* (M), WS 1539 (S)

PACKAGE OF 16 HITS

Various Artists, *Melodram 614* (M), (No Stereo)

★ NEW ACTION LP's

These new efforts, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

BELAFONTE AT THE GREEK THEATRE . . .

Harry Belafonte, *BCA Victor LOC 6009* (M), LSC 6009 (S)

IT'S ALL IN THE GAME . . .

Chiff Richard, *Epic LHM 24089* (M), BN 24089 (S)

BAJA MARIMBA BAND . . .

A&M LP 104 (M), SP 104 (S)

SHANGRI-LA . . .

Robert Maxwell, *His Hope & Cry*, Decca DL 4421 (M), DL 74421 (S)

COUNTRY PIANO—CITY STRINGS . . .

Floyd Cramer, *BCA Victor LPM 2800* (M), LSP 2800 (S)

FOLK SONGS AROUND THE WORLD . . .

Manhattan, *London LHM 3340* (M), PS 340 (S)

LONELY GUITAR . . .

Duane Eddy, *BCA Victor LPM 2798* (M), LSP 2798 (S)

BE TRUE TO YOUR SCHOOL . . .

Sandy Nelson, *Imperial LP 9258* (M), LP 12258 (S)

SEE ALBUM REVIEWS ON BACK COVER

AN OPEN MEMO TO ALL DIAMOND RECORD DISTRIBUTORS, DJ's, PD's & MD's

FIRSTLY TO THOSE WHO HAD OR HAVE A BEATLE RECORD AND WISH TO KEEP THAT SMILE ON THEIR FACES

SECONDLY TO THOSE WHO DIDN'T HAVE A BEATLE RECORD AND WISH TO REMOVE THE WORRIED WRINKLES FROM THEIR FOREHEADS

Let's Go To Work On

RONNIE DOVE

Singing

"SWEETER THAN SUGAR"

Diamond #163

THIRDLY TO ALL DJ's, PD's and MD's—Coming Up—"The Battle for #1" in one corner, without haircuts, weighing 603 pounds, with blue, brown, black and beige trunks—currently the world champs—The Fabulous and Unbelievable Beatles from Liverpool, England!

In the opposite corner, crew cut, weighing 97 lbs., with white trunks, the dynamic cantanker from our own Baltimore and U. S. A., the challenger for the #1 spot on your list . . . **RONNIE DOVE!**

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CHESS COMEY CARNIVAL

APRIL 1964



"You shouldn't surround me the way!"
MOMS MABLEY OUTRAGE

THE FUNNIEST WOMAN IN THE WORLD MOMS MABLEY—One of America's great comedians is captured in a live performance at the famous Tivoli Theater in Chicago and provides a wonderfully funny half-hour of humorous monologue. A must for all fans of humor on record.
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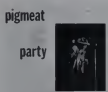
MOMS MABLEY AT THE "ON"

MOMS MABLEY AT THE "ON"—Recorded during actual performances at the 1000s Theater, Philadelphia. Jackie Moms Mabley scores another fabulous comedy hit.
Chess LP 1452



"MOMS" MABLEY AT THE PLAYBOY CLUB

MOMS MABLEY AT THE PLAYBOY CLUB—Recorded during actual performances at the Playboy Club in Chicago and the 1000s Theater, Philadelphia. Moms proves she not only wows them in theaters, but also in the so-called sophisticated clubs.
Chess LP 1460



pigmeat party

PIGMEAT MARKHAM AT THE PARTY—Recorded during actual performances at the Howard Theater, Washington, D.C. Pigmeat and Company again prove they are master comics in such situations as Country Boy, East West, The Party, Love Me—Bureau, The Judge, The Satchel.
Chess LP 1462



MOMS MABLEY AT GENEVA CONFERENCE

MOMS MABLEY AT GENEVA CONFERENCE—Recorded during actual performances at the Regal Theater, Chicago and the Howard Theater, Washington, D.C. Moms performs at her hilarious best, especially situations pertaining to current world problems. (See Cover!)
Chess LP 1463



ANYTHING GOES WITH PIGMEAT MARKHAM—3 Way Marriage, I Got the No, Hold That Ladder #1, Hold That Ladder #2, The News Reporter.
1467



MOMS MABLEY BREAKS IT UP

MOMS MABLEY BREAKS IT UP—Recorded during actual performances at the Tivoli Theater, Chicago.



Pigmeat MARKHAM THE WORLD'S GREATEST CLOWN

Service, Frisco Kate, Go Ahead and Sing, Miss Mamma's, Bridgetown Scene.
1475



MOMS MABLEY YOUNG MEN, OLD MEN, NO—Recorded during actual performances at Apollo Theatre, New York City.
1477



MOMS MABLEY GOT SOMETHING TO TELL YOU!



SLEEPY WHITE AT THE CLUB HARLEM

SLEEPY WHITE AT THE CLUB HARLEM



THE FUNNY SIZES OF MOMS MABLEY



PIGMEAT MARKHAM OPEN THE OODR RICHARD

See Your Local Chess Distributor
for Special Deal!

HIT OF THE WORLD

ARGENTINA

(Country) Escucha a la Pampa

*Desotes local origie

- This Last
Week
1 1 SIN TIMON—Pablo Ocasio
(Vocalo)—Korn
2 10 DENTON—Singing Nani
(Philips), Alegre Calvores
(CBS)—Femina
3 2 EL MERCEPTE—Leo Dan
(CBS)—Femina
(Cinco de Mayo)
4 3 OH MI SEÑOR—Eduardo
Varela (CBS)—Femina
5 9 MARY MARIE—Leo Dan
(CBS)—Mundo
6 10 TENNIS HEADS
ESPINOSA—Chulo
Aguirre (Melodica)
Galarza (Odón)—Lara
4 DECI PORQUE NO QUIERE
Pablo Ocasio (Vocalo)
Leo Dan (CBS)—Korn
6 11 NÁS A DEJARME
Michele Virella—Femina
Alfaro (CBS)—Femina
(Odón)
EL PATITO—Chicote Lora
(Odón)

AUSTRALIA

(Country) Music Maker, Sydney

*Desotes local origie

- This Last
Week
1 1 I'M MY LOVING—The
Beasles (Parlophone)—Leeds
2 1 I SAW HER STANDING
THERE—The Beasles
(Parlophone)—Leeds
4 3 ANYONE WHO HAD A
HEART—Donner Wiersch
Philly—Belinda
4 4 HAWAII—The Beach Boys
Capitol—Belinda
1 1 DAWN, GO AWAY—The
Four Seasons (Philly)
6 12 CALIFORNIA SUN—The
Pirates (W.A.G.)—Chappell
—BITS AND PIECES—The
Dare (Clark Fire)—Columbia
—1 RODI—Over Between—
The Beasles (Parlophone)—
Leeds
3 1 THE WHEE—Acker Bilk
(Columbia)—Philly
1 1 THATS WHAT
I WANT—The Clarks (RCA)—
Southern
7 1 SMILES AND PINS—
The Searchers (Aire)
8 BLUE DAY—Bibi Thorpe
(Linda Lee)
6 1 SHE LOVES YOU—The
Beasles (Parlophone)
14 1 SUREN BIRD—The
Tremblers (Mercury)
1 1 BORNE ON THE WIND—
Roy Orbison (Acuff Rose)

BRITAIN

(A special list compiled prior to
publication by New Musical
Express, London)

*Desotes local origie

- This Last
Week
1 1 CAN'T BUY MY LOVE
—The Beatles (Parlophone)
2 1 NORTHERN SONGS Ltd.
3 1 LITTLE CHILDREN—
Bibi Rimmer
(Parlophone)—Belinda
3 1 JUST ONE LOOK—
Hollie—Parlophone
4 1 NOT FARE AWAY—
Killing Spies (Decca)—
Southern Music
4 1 BITS AND PIECES—Dave
Clark Five (Columbia)—
Admiral & Bromberg
6 1 ANYONE WHO HAD A
HEART—Cilla Black
(Parlophone)—Hit
7 12 BELIEVE—Bachelors
(Decca)—Columbia
8 1 LOVE YOU BECAUSE
—Jim Reeves (RCA)—
Bourne Music
9 10 THAT GIRL BELONGS TO
YESTERDAY—Gene Pricey
(United Artists)—Philly
10 15 TELL ME WHEN—
Appellia (Decca)
Southern Music
11 16 DIANE—Bachelors (Decca)
Korn Press Music
12 19 BOYS (Indy)—Edie Kane
(Jiffy London)—Linda
Music
13 1 THE GIRL FOR YOUNG
LOVERS—Shadows
(Columbia)—Elmer
Shaden
22 1 WORLD WITHOUT LOVE—
Pricey and the World
(Columbia)—Northern Songs
13 1 I THINK YOU
—Menebach (Fontana)
Webb & Melin

1 1 GOOD GUILTY MISS
MIRALY—Singing Blue
Helm (HMV)—Southern
Music

24 1 VIVA LAS VEGAS—Elio
Pardo (RCA)—Bourne
Music

14 1 CANDY MAN—Bela Poole
and the Tremolos (Decca)
A Schroeder

11 1 OVER THE MOON—The
Dreamers (Columbia)—
Kendrick Street Music

16 1 LET ME GO LOVING
—Kathy Kirby (Decca)—
American Music

20 1 MY BOY LOLLIPPO
—Michele Fontana—
Chappell

17 1 STAY AWAY—Doris
Springfield (Philly)
Flammar

17 1 ITS AN OPEN SECRET—
Sally Stings—Royal
Zingstones—Salvation
Publishers and Suppliers

15 1 MOVE OVER DARING—
Doris Day (CBS)

20 1 ME THE ONE—Gerry and
the Pacemakers (Columbia)
Pacemakers

17 1 IF HE TELLS YOU—
Adam Faith (Parlophone)
Fredder Pore

1 1 KING OF KINGS—Rene
René—Columbia
Music

29 1 DREAMING MEN—The
Rolling Stones (Decca)
Jewel Dominion

16 1 NEEDLES AND PINS—
Searchers (Press—Mellie
Music)

CHILE

1 1 SI QUERES DEJARMEN—
Michele Raci (Columbia)
Gonzalez

2 1 BATA DE MAR A
MIDIANDE—Cibola (Odón)
CBS

4 1 CANE EL CORAZON—Dan
Ceballos

4 1 AMOR—Gibson Becard (Odón)
CBS

1 1 ESTA NOCHE—Elio Pardo
(CBS)

1 1 ELIANO DEL NICO—
Enrique Guzman (CBS)
CBS

6 1 MARISA—Leo Dan (CBS)
Columbia

1 1 NO IMPORRAS QUE TE
—Sandra—Lara (W.A.G.)
CBS

10 1 WATSUMI—Vianello
(RCA)

FINLAND

1 1 DOIN' THE JENKA—Jan
Rohde & The Adventurers
(Sonet)

2 1 THE WALLS HAVE EARS—
Eino Green (Scandia)
CBS

2 1 ANASTAS—Linda Lams
Kuhio (Rush)—Decca

1 1 LAILA—Linda Lams
Mastromusic (Decca)

1 1 SHE LOVES YOU—The
Beasles (Parlophone)

12 1 HIPPI HIPPY SHAKE—The
Singing Stars (HMV)

1 1 AT THE JENKA SHOE—
Jan Rohde & The Adventurers
(Sonet)

4 1 I WANT TO HOLD YOUR
HAND—The Beasles
(Parlophone)

9 1 GIBBY—The Beasles
(Parlophone)

10 1 LILANKA—Markus
Alam (Columbia)

FLEMISH BELGIUM

(Country) Jaan Van Nieuwen, Mechelen

*Desotes local origie

1 1 VOUS PERMETTEZ
MONSIEUR—Adamo
IDIN—Adamo &
Brechtwood

2 1 MARIA ELENA—Lola Indry
(Kubica)—RCA

3 1 ALLEEN—John Lars
(Polygram)—Philly

4 1 ANYONE WHO HAD A
HEART—Bachelors (Decca)
Vogel—Belindamusic

5 1 DU SCHWARZ
ZIGLER—Rever
Columbia (Mercury)

6 1 I WANT TO HOLD YOUR
HAND—The Beasles
(Parlophone)—Vedette

9 1 MEXICO—Elio Pardo (RCA)
—Belindamusic

8 1 SHE LOVES YOU—The
Beasles (Parlophone)—
SASIBAL—Kutomi Shure
(Parlophone)—JASRAC

9 1 MARIA NO MAS—Chiff
Rachid (Columbia)—World
Tone (10)

1 1 TOMMY LA NEIGE—Adamo
(Parlophone)—Basset

6 1 GUITAR JINGI—Kotami
(Columbia)—JASRAC

5 1 I LEFT MY HEART IN SAN
Francisco—Kutomi Shure
(Columbia)—Toshiba

1 1 I WANT TO HOLD YOUR
HAND—The Beasles
(Odón)—Toshiba

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1 1 TOKYO BILLY—Nahida
Sachin (Polygram)—JASRAC
SASIBAL—Kutomi Shure
(Polygram)—JASRAC

1 1 VIVIR LA VIE—Rosa
Francisco (Columbia)—BIEM

6 1 GUITAR JINGI—Kotami
(Columbia)—JASRAC

5 1 I LEFT MY HEART IN SAN
Francisco—Kutomi Shure
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Industry Left With Question Marks

Billboard

Over \$100 million in new business in the first quarter of 1960



Billboard

COIN MACHINE DIRECTORY

Billboard

WHO'S WHO in the World of MUSIC

TOP TALENT OF 1960

MAJOR RECORDS OF 1960

INTERNATIONAL MUSIC DIRECTORY

BILBOARD — The world's leading music record news-weekly—serving the publishing, manufacturing, performing, retailing and music machine operating segments of the recording industry. In addition to the weekly business paper, *Billboard* provides its readers with four major reference annuals each year: *Who's Who in the World of Music*, *Music Record Directory & Buyer's Guide*, *The World of Country Music* and *Who's Who in the Coin Machine World*.

AMUSEMENT BUSINESS



AMUSEMENT BUSINESS brings to its readers each week all of the news in the vast and expanding fun industry. It supplements this coverage with documented research published in two annuals, *Amusement Auditorium and Stadium Guide*, and *Carnival and Directory of Fairs*. All three publications serve their respective areas actively and enthusiastically. The editorial content offers a unique combination of current industry news and events and instructional reporting designed to help the reader whose business is selling fun for profit.



RECORD SOURCE INTERNATIONAL — A service division of *Billboard* providing radio stations throughout the world with the means of obtaining top new singles and album releases on all labels from a single source. Over 2,100 radio stations have utilized the unique services of RSI by either individual order or through the varied subscription services which provide automatic monthly shipments.

high fidelity



HIGH FIDELITY — The magazine for music listeners. Pressing detailed information about the latest and best in recorded music, complete reports on monophonic and stereo reproduction equipment, and in-depth studies of the great composers and their works.



AMERICAN ARTIST—With the world's largest art magazine circulation, *American Artist* editorially bridges the creative art interests between fine and commercial art. Since 1937 it has looked over the shoulder of more than 1,700 fine, commercial and graphic artists to explore their working methods, the techniques they employ and the media they use.

Vend



VEND aims in each of its 24 issues to answer the questions, *What's happening in vending?* and *What does it mean?* Its editorial work is thorough but selective, complete but brief, to provide a working tool for all people in all phases of merchandising vending.

modern PHOTOGRAPHY



MODERN PHOTOGRAPHY — For professional and amateur alike, each issue of *Modern Photography* offers brilliant color and black and white photographs made by the world's greatest photographers, with full explanations of the technical execution, and precise and carefully researched reports on all cameras, lenses, equipment and photographic materials—asssembled, analyzed and clearly described by *MODERN's* own staff of technicians.

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CARNEGIE HALL

CARNEGIE HALL PROGRAM—Published by *High Fidelity* since September 1963, the *Carnegie Hall Program* is distributed free to over 750,000 patrons at Carnegie Hall each year. The new deluxe booklet, with its striking four-color cover, contains material on a variety of cultural subjects of interest to *Carnegie Hall* audiences: feature articles, picture spreads, book and record reviews, artist biographies—in addition to the pertinent program material relating to each concert or performance.



WATSON-GUPTILL AMERICA'S BEST KNOWN ART INSTRUCTION BOOKS—Specially created for fine and commercial artists, teachers, students, and serious amateurs, these richly illustrated how-to-do-it books explore the fundamentals of all the major art techniques: painting, drawing, print-making, crafts, advertising and editorial art. More than a million volumes in print.

ENJOY POPULAR PRICES at our newly remodeled 1500-room, world-acclaimed SHERMAN HOUSE

Yes, everything has been newly decorated just for you and yours. And our popular prices extend even to our fabulous gourmet restaurants...

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Porterhouse Lounge/Grill
Wine-Of-The-Bee, Cattle Cafe

Everything exciting is within walking distance. Free radio and TV. Drive-in garage parking.

No charge for children under 12.

SHERMAN HOUSE

Clark & Randolph/Chicago/FR 2-2100

See You Saw It in
Billboard

ALBUM REVIEWS

Continued from page 74



CLASSICAL SPECIAL MERIT

TCHAIKOVSKY: SWAN LAKE

Boston Pops Arthur Fiedler RCA Victor
LA 2688 (M), LSC 2688 (S)

One of Tchaikovsky's most popular compositions, it is aptly performed by the ever-popular Boston Pops under the direction of Arthur Fiedler. The combination should be a happy one for listeners in both the top sellers.



CLASSICAL SPECIAL MERIT

SCHUBERT: DIE SINTERHAUSE

Dietrich Fischer-Dieskau: Gerald Moore
Angel 5 3640 B (S)

The baritone voice of Dietrich Fischer-Dieskau and the expert piano of Gerald Moore blend well in treating the 28 songs that make up Schubert's *Die Winterreise*. They are contained on a handsome boxed package of two disks with English translations of the German songs by William Mann.

C & W SPECIAL MERIT

SLIPPING AROUND

Various Artists, Starday SP 261 (M)

This is a fine country package. The material is great and to get such a wealth of it in one album represents a bargain. The songs strike a rich country vein, most of them done a dual time. They slip around. These 16 songs are from later. Believe me, "Bill" Slick at the Billboard, Chicago, and more.



C & W SPECIAL MERIT

14 GOLDEN GUITAR CLASSICS

Jackie Phillips, Starday SLP 265

When it comes to great guitar on the electric guitar, Jackie Phillips need not take a back seat to anyone. A big favorite with "Grand Ole Opry" members, Jackie, backed by her husband, drum, bass and guitar players up to the top of the charts, "Grand Ole Opry" and "Blue," "Tennessee Traveler," "Dive In," and others.



POLKA GREATEST HITS, VOL. III

Polkas: Greatest Hits, Vol. III

Sin Fat Dutchman, Dot DLP 3527 (M), DLP 3527 (S)

This appreciation is linked among the top polka groups in the nation. The record is at what polka lovers want to hear and the best polka just the way you love them.



INTERNATIONAL SPECIAL MERIT

MUSIK UND GEMEINSCHAF

Various Artists, Capitol T 10362 (M), T 10362 (S)

These are the songs of a major German music group. The songs are full of the energy and spirit of the German people. A collection of German songs, from the old to the new, is a must for anyone who loves music. There is a lot of music in the world, and this is a great collection.

FOUR-STAR ALBUMS

The four-star rating is awarded new albums with exceptional commercial potential in their respective categories to merit being placed in the most desirable categories and each album handling that category.

POPULAR

THE CRICKETS

Liberty LRS 3351 (M), LRS 3351 (S)

THE LOWDOWN TOUCH

Capitol T 3852 (M), T 3852 (S)

NEUF PAYS

Sound Track 26th Century-Fox TVM 3131 (M)

THE REPUBLIC

Various Sounds, Republic MW 7 3078 (M), MW 7 3078 (S)

21 ST. 2005 AND BIKES

Kelton, Capitol T 2078 (M), T 2078 (S)

FROM RESEA WITH LOVE

Jimmy Hendrix & His Love, Capitol T 2078 (M), T 2078 (S)

HOT ROD DANCE PARTY

2078, Capitol T 2078 (M), T 2078 (S)

THE NODDER

Various Sounds, Capitol T 2000 (M), T 2000 (S)

DANCE TO THE BEAT OF THE HEART

Jackie Phillips & His Dot, Republic R 3115 (M), R 3115 (S)

THE NODDER

Various Sounds, Capitol T 2000 (M), T 2000 (S)

DANCE TO THE BEAT OF THE HEART

Jackie Phillips & His Dot, Republic R 3115 (M), R 3115 (S)

THE NODDER

Various Sounds, Capitol T 2000 (M), T 2000 (S)

DANCE TO THE BEAT OF THE HEART

Jackie Phillips & His Dot, Republic R 3115 (M), R 3115 (S)

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DANCE TO THE BEAT OF THE HEART

Jackie Phillips & His Dot, Republic R 3115 (M), R 3115 (S)

NARAS Hears Ross, Schory

CHICAGO — Jordan Ross, record industry attorney and a former executive secretary of ARMADA, said that freshies, discounting and returns are forcing record companies to sign an upcoming appraisal of recording contracts.

Speaking before some 50 members of the National Academy of Recording Arts & Sciences here, Ross said that few companies have changed their recording contracts to keep pace with the industry.

Single-page contracts are no longer adequate," Ross said. An artist needs specific language to spell out the numerous provisions involved in today's marketing pattern.

Mercury Records is one of the few companies to keep its recording contracts current, said Ross.

The record industry executive said that today, many major labels prefer to become producers, own their own masters, and lease the production to a major manufacturer. It's no longer a matter of just signing an artist.

Dick Schory, RCA Victor artist and president and founder of the local NARAS chapter, was honored with a plaque for his efforts on behalf of the local organization. Schory urged members of the Chicago chapter to go on making the Chicago aware of the importance of Chicago as a recording center.

CLASSICAL

RAULI SIIRONEN AND CHORUSES
Rauli Siironen, Chorus, RCA Victor LSC 2705 (M), LSC 2705 (S)

MASTERS OF THE GUITAR

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

FOLK

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

COUNTRY

MINOR PIANO MAN

Minor Piano Man, RCA Victor LSC 2705 (M), LSC 2705 (S)

POLKA

MAJOR GENT POLKAS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

JAZZ

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

SPOKEN WORD

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

SPECIALTY

WINTERSTADEN 1964

Winterstaden 1964, RCA Victor LSC 2705 (M), LSC 2705 (S)

GRAND PHEN, USA

Grand Phen, USA, RCA Victor LSC 2705 (M), LSC 2705 (S)

THE DEE

The Dee, RCA Victor LSC 2705 (M), LSC 2705 (S)

NICKER'S GLOVE

Nicker's Glove, RCA Victor LSC 2705 (M), LSC 2705 (S)

RODS & DRAGS

Rods & Drags, RCA Victor LSC 2705 (M), LSC 2705 (S)

LOW PRICE CLASSICAL

REDFISHES, SYMPHONY NO. 7

Redfishes, Symphony No. 7, RCA Victor LSC 2705 (M), LSC 2705 (S)

LOW PRICE COUNTRY

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

THE SONGS AND SOUNDS

Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

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Vol. 1, RCA Victor LSC 2705 (M), LSC 2705 (S)

Hi-Fi Inst. Booth at World's Fair

LOS ANGELES—The Institute of High Fidelity will be represented at the New York World's Fair opening April 23, with a booth in the Better Living Building. IHF has budgeted \$15,000 for the exhibit, including exhibitor's price. Booklet "An Introduction to Hi-Fi and Stereo" will be sold at the booth. Scheduled to open in May, the display and a film strip will promote components with no brand identification placed.

IHF has also announced its New York Hi-Fi show will run four days in October (1-4) at the New York Trade Show Building instead of five seasons last year. New York show will have 10 additional exhibitor booths in expanded space of the second floor. IHF board members were told at the conclusion of their successful Los Angeles show.

**New Beatles
Disk Grows
In Brooklyn**

RIDGEWOOD, N.Y.—Two Brooklyn dealers here have nailed down the local distribution of the Beatles' latest Canadian release, "Love Me Do." George Hoch and Bill Hirsch, of Ridgewood, are currently handling the latest Capitol of Canada disk along with other Beatles' product from across the northern border. "All Love Me Do," and "All You Need Is Love" and the Beatles' LP.

The two Brooklyn boys own Action Records and three other stores in and around the Ridgewood area. Things have been happening since they journeyed to Canada a few weeks ago to tie down their outlets as official distribution point in the New York area. Since then they've been hard put to keep up with the demand, especially on the newest "Love Me Do" single.

Hirsch has been running a veritable ferry service between Kennedy International Airport and his Brooklyn stores to try to fill the flood of orders that have been pouring in. The records are being flown down by air freight from the Canadian distribution source.

Her chart-action in Argentina is "brillante"!

Watch her action here on

RCA VICTOR

95% The most trusted name in sound

EXTRA INDUSTRY SERVICE

This issue of Billboard is being distributed at the Chicago Convention of NAB

(The National Association of Broadcasters)

Conrad Hilton Hotel

April 5-8

Billboard

The International Music-Record Newsweeks

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS



THE HOT SOUNDS ARE ON CAPITOL!

HOT RODS!
HOT BOATS!
HOT BIKES!

More of the fastest-moving product in the business from the originator of the Hot Sounds albums.

THE "HOT" SALES ARE ON CAPITOL!

And, look at these extras! ★ Each album Poly-Wrapped at the factory!
★ Many have a FREE Promotional picture or decal included with purchase!



CONTAINS THE BEACH BOYS SMASH SINGLE "FUN, FUN, FUN!" (SIT 2027)



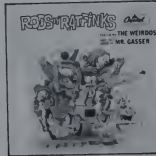
FREE COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (SIT 2053)



FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (SIT 2060)



FREE! A COLOR DRAG BOAT PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (SIT 2049)



FREE! A RATFINK DECAL WRAPPED IN EACH ALBUM. (SIT 2057)



FREE! A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (SIT 2078)

SEE YOUR
CRDC REP
AND STOCK UP
ON THESE
SALES-CHARGED
ALBUMS.



FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (SIT 2061)



BERNIE



ALICE! TUES.



WATCH THIS ONE CLIMB
"HOW BLUE CAN YOU GET?"
By
"PLEASE ACCEPT MY LOVE"

B. B. KING
ASC 1953



... A BILLBOARD SPOTLIGHT
... A CASH BOX PICK OF THE WEEK
... A MUSIC VENDOR HIGHLIGHT

... AND BREAKING BIG IN
Detroit, San Francisco,
Pittsburgh, St. Louis,
Baltimore & Milwaukee

CHRISTINE QUATE "TELL ME MAMA"

WA 1022

America's latest & greatest
import from England!

AND, on English As A Cup Of Tea
CHAD STUART & JEREMY CLYDE

"Yesterday's Gone"

WA 1021

Also, direct from England and soon to be seen on all major TV Networks

A Billboard Three Star Pick
BOTH SELLING, BOTH TRADING
BOTH CHOSEN BY THE BRITISH

WORLD ARTISTS RECORDS, INC.

350 Great Street, Pittsburgh, Pa
PHONE (412) 281-1110

EARLY BIRD CATCHES THE COAST SALES

HOLLYWOOD — Liberty's sales, merchandising and production executives have been working at 7 a.m., hacking the marmalade that early birds catch the East Coast sales.

Staff members have been informally starting their working day early in the past, but dictum is now official for all, save a few producers. West Coast firms find the three-hour time differential a problem in conducting phone business with East Coast concerns, hence Liberty's decision to hit the phones at 10 a.m. EST.

The early starting time doesn't offer executives an earlier quitting hour. What affect has the sunrise plan had on its members after two weeks? "We're walking around with blood-shot eyes," one exec stated jokingly.

The
Winning Song
in the
EUROVISION
SONG
CONTEST
"Non ho l'età"
IN THE ORIGINAL
VERSION BY
GIGLIOLA
is released in
Scandinavia by
TRIOLA RECORDS

ROBERTSON
SAN REMO
SUCCESS
"UN BACIO PICCOLESSIMO"
IS RELEASED ALSO OVER
THE WORLD THROUGH
TRIOLA RECORDS
Merrill Music/Film, Vancouver 247
Import/Export, Denmark



MEN WHO READ BUSINESS PRESS CAN MAKE MONEY



Her sales
in Germany are
"sensazionali!"
Watch
her move
here on

ABC

The most trusted name in sound

ALL MUSIC ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasters in programming.

ABC-PARAMOUNT	M	S	EPIC	M	S
ORIGINAL CAST High Spirits ABC OCT 1 Presenting The Tams ABC-481 (M) TOMMY STEVENSON The Whistler and His Guitar LP 482 AMI 452					
BACH GUILD					
EACH DAY Musicals by Defer, Warner Solman (Bathurst) LP 458, BGS 507 DE LASSUS 5 Years Magnificence Mass, Proque Madrigal LP 458, BGS 507 NARDEL De la Birthday of Queen Anne: Three Songs LP 458, BGS 507 DORCHI Mass GUY Mass, Masses Chantier Choir LP 458, BGS 507					
BLUE NOTE					
ANDREW HILL Black Note 4151 GRACIE HENRI Black Note 4152 THREE SOUNDS Black Note 4155					
COLUMBIA					
JERRY MURDO'S HARMONICISTS The Love Songs of Tom and Jerry LP 4151 (C 206) 1896 Remastered 2nd Edition 1 2101 (C 206) ANDRE HOSIENSTEIN & HIS ORCH. A New Sound LP 4151 (C 2 145) (C 2) ANDRE HOSIENSTEIN & HIS ORCH. New World Wonderland LP 4151 (C 206) JOHN MATHIS Search Me LP 4151 (C 206) THELMA HORN LP 4151 (C 206) NEW COUNTRY MINSTRELS Tunes LP 4151 (C 206) SERAFIN LP 4151 (C 206) PETER MATHIS LP 4151 (C 206)					
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We are proud to announce
CHAPPELL & CO., INC.
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WINNER OF THE
 SAN REMO FESTIVAL and EUROVISION SONG
 CONTESTS

ENGLISH LYRICS BY BUDDY KAYE & PHIL SPRINGER

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CHAPPELL & CO., INC.

609 FIFTH AVE., NEW YORK 17, N. Y.



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Title: "No Tiene Edad"
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B/W
"CHAINS AROUND MY HEART"
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HIT!

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Program Tips!
THAT'S MY
DESIRE

JONNIE GEE

MOONGLOW

BAJA

MARIMBA BAND

MILLS MUSIC, INC.
NEW YORK, N. Y. (609)

Programming In at NAB Convention

Continued from page 16

and "Thesaurus Programmed Music Library Service."

Rival radio drama syndicator, MARS Broadcasting, Stamford, Conn., and NANA Radio, New York, are sharing the first Radio Drama Room to be a part of an NAB convention in many years. The friendly competitors will offer for sale the first hour-long block of all new daytime serials.

Richard H. Ullman Associates is introducing its audio creations encompassing the entire range of broadcasting programming needs including live different basic production library services, identification jingle plans; talk featurettes and musical presentations.

FM-ers on the Move

FM broadcasters met yesterday to discuss and evaluate programming and audience activities. Comparisons were made of programming formats and audience promotion of various kinds of stations.

NAFMB members, under the aegis of their president, James A. Schukle, were exposed to approximately \$75,000 in audience and media research to be analyzed and discussed as part of the first exposure and evaluation of NAFMB's extensive research program.

A report and summary of FM market rating surveys recently completed by The Pulse in the nation's top 10 markets, including intermedia study showing the relationship among FM, AM-FM duplicating and television audiences by amount of listening (for viewing) to each medium in all homes by income and other demographic categories was described to the FM-ers.

On Saturday a programming seminar moderated by David Bennett, WFIL-FM, Philadelphia, revolved around a discussion of various programming formats, as well as such additional topics as stereo libraries, syndicated programming, automation, news and special revenue-producing programming.

STATIONS BY FORMAT

Continued from page 16

Contemporary. Highly identifiable air personalities. Effective on and off air promotion. Station's general covers western half of nation. Special programs: Audience telephone call-in show Sundays 9:30 to 11 a.m. Vice-president and general manager, Jack Sampson. Program director, Deane Johnson (also does air show daily 12 to 4 p.m.).

KJRM: 1,000 watts daily. Independent. Music format: R.B.B. Contemporary. Negro-oriented programming. Exposure given to new single releases of a non-rock nature. General manager, George Collinson. Program director, Don Hodges (also does air show 9 a.m. to 1 p.m.).

KJRM: 250 watts daily. Independent. Music format: Standard. Contemporary. Program new albums of a non-rock nature. Highly identifiable air personalities. Vice-president and general manager, C. Hewel Jones. Program director, Walter Jones.

KJRM: 1,000 watts daily. Independent. Mutual affiliate. Music format: C & W. Highly identifiable air personalities. Strong on and off the air promotions. Station sponsors "kiddie carnivals," etc., as community image and audience builders. Vice-president and station manager, Omer Thompson.

KJRM: 1,000 watts daily. 250 watts night. Independent. NBC affiliate. Music format: Conservative-Standard. Station programs primarily instrumentals. President and general manager, M. H. Bonebrake. Program director, Edwin Sosen.

Focus on DeeJay

Continued from page 12

from Knox College in Galesburg, Ill., returning to that city in 1939 after being stung at Chicago's New Law School. The prospect of building his own radio station was the enticement to give up a law career and at 21 he became the youngest station owner in the country. Howard sold the station to join the Navy and World War II and after three years in the Pacific, returned to resume his radio career in Chicago.

Start With WIND

Assuming the post of program director, he began at that time his long, continuous relationship with WIND. By 1949, anxious to get back on the air again, he deserted management for the talent department, extending his activities to free-lancing on other stations. Eventually, he was doing 115 shows a week on WIND and other stations in the days before taping. At one time he finished a show for WIND at 5:45 p.m. and began another that mature on WCFI.

This trick was accomplished by WCFI's rigging of a portable studio, just outside the WIND Wrigley Building location. During the 30-second station break, Howard raced from one to the other.

Nationwide exposure was given Miller's talents via a CBS network radio program from 1955 to 1959. The next five years he doubled in the visual medium for

NBC, locally and on the network.

Since 1950, Miller has been WIND's morning man and his popularity has remained unchallenged. One reason for his great appeal is, undoubtedly, his unerring taste in popular music. Through the years he has demonstrated an almost mystical ability to anticipate musical taste and much of his competition.

The Miller Appeal

Currently his music reflects the booming popularity of folk music with enough country-western to indicate this music is fast finding favor with the great mass audience in expert on morning-type music, he places plenty of emphasis on bright, new modern versions of old standards.

Any examination into the appeal of Howard Miller as a disk jockey must eventually acknowledge his ability to simply and sincerely talk to people. An unrelenting commentary, ranging from headlines to the frivolous, is positively projected and listeners, whether adherents or non-believers, stay tuned in.

After 18 years, Chicago radio wouldn't be the same without Howard Miller. But with his popularity at an all-time peak, there's little chance that this veteran, professional practitioner will ever stray from his WIND daily setting.

BOX JOX

Continued from page 12

WNWC, Arlington Heights, Ill., is wondering what's become of his old friend Bob Clark, a Jimmie Rodgers, who, for the last several years has conducted "Jamhore" on WCKY, Cincinnati, long one of the top country music stations in the country. He leaves there each week when the station discards all country music programming to make way for the arrangements of the Cincinnati Reds ball games. Jimmy is presently angling for a new post.

Jerry Osterman, country host at WJCD, Seymour, Ind., left the station March 23 for a six-month stint with Uncle Sam's Army at Fort Knox, Ky. Bob Laymond, WJCD music director, has taken over Osterman's duties during that time, while continuing with his own Saturday morning country platter seg. We've been getting pretty good record service since our last

mention in your column," writes Laymond, "but we still only have about 50 per cent of the Top 50." Laymond asks the release of the record to him at the station. Osterman is expected to return to WJCD around September 1. Al Shade, long-time country play on WJBR, Lebanon, Pa., made his recording debut recently with two sides on the Kingston Records label. He releases for the label couples "Everyday" and "This Land Is Your Land." Jean Romaine works with Shade on both sides.

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THE BIG ONES ARE
ON CASH/PAID UP

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(BABY GOODBYE)

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THE BACHELORS

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POLYMAT 100% ANTI-STATIC
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(and . . . if they don't
cool it, we'll cover
Shangri La)

A & M RECORDS

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Los Angeles 46, Calif.

VOX JOX

• Continued from page 12

is associated with 2GB. Actually Bob is with rival station 2SM. Bob, 2SM and 2GB, I apologize!

Mel Pennington KODA (Houston) staffer has received a salute from the Harris County TB Association in its magazine for outstanding service performed during the group's recent campaign.

AWAY WE GO: Robert Hanger, WINA (Charlottesville, Va.) deejay, has won a five-day trip to New York City and the World's Fair for his estimate of the number of vehicles to cross the Triboro Bridge during the contest period. The contest, sponsored by Look magazine, February 11 issue, was 2,184,105. Bob guessed 2,182,396.

HERE'S THE CHECK Mate! Larry Happel (right) flashes a king-size smile as he becomes the first WFUN-Radio contest

winner to receive the station's king-size check, issued by the First National Bank of South Miami. Presenting the check is Arthur Selley, vice-president and general manager of WFUN.

SEGUE

Dick Young takes over 2 to 6 p.m. shift on KSO (Des Moines) after serving six months in the Army. Other KSO airmen are: Jack Gilbert, Big Al, Jon Midnite and Mel Ott. . . . Dick Drury exits KGB (San Diego) for KMEO (Omaha) post.

After an 18-month hitch at WING (Dayton), Bob Harper moves to WSAI (Cincinnati) in the 6 to 9 p.m. slot vacated by Ron Britain who has moved to WHK (Cleveland). WSAI lines up like this: Dick Wagner, Paul

Purtan, Steve Kirk, Mark Edwards, Dussy Rhodes, Mike Sherman and Program Director Jim Smith. . . . Bill Scott, appointed music director at KEEL (Shreveport). . . . Up - dated KMUR (Salt Lake City) deejay line-up includes Mike Kavanaugh, Kent Jewell, Ray Graham, and Don Morgan (also known in the program director's office as E. Morgan Skinner Jr.).

VIP APPOINTMENTS: Larry Monroe, program director and air personality at WCAO (Baltimore) resigns to take over his newly acquired property WBUT (Butler, Pa.). WCAO is looking for replacement. . . . Robert Obleyer, station manager of WIFE (Indianapolis) moves over to WIBC-same city-same capacity. . . . Leigh Kammann, program director; John Kalbrener, production editor and Elton Ryberg, production manager, exit KSTP radio (Minneapolis). . . . Charles "Skip" Webster, director of television publicity for Rogers & Cowan, Los Angeles, joins Group W (Westinghouse Broadcasting) in New York City as manager, press relations. . . . William P. Geary, former manager of WMGT-TV, (Pittsfield, Mass.) appointed executive director of Vermont Democratic Party. . . . Lee Sellars, Pittsburgh advertising executive, named producer of KDKA radio's Pittsburgh "Program PM" replacing James Sieger, who moves to public affairs department of sister station KYW-TV (Cleveland).

KDIA Signs Raiders

OAKLAND, Calif. — KDIA has become the first and only radio station programmed for Negroes to enter the major sports broadcasting field, with the signing of the Oakland Raiders for the 1964, 1965 and 1966

Awards for WOW AM-TV

OMAHA—WOW-Radio and TV, received awards presented by the Omaha Advertising Club at its fourth annual awards luncheon recently. WOW-Radio received its award for its production of a one-minute commercial. The TV side won in the category, "Film Documentaries," for its 60-minute documentary, "World Behind Walls," produced by newsmen Lou Schoen and Bob Mockler.

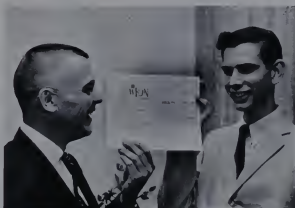
WBBM Expands News

CHICAGO — WBBM-Radio expanded its "Newsday" program additional hour Monday (30). The two-hour information-talk block is piloted by WBBM news and provides continuing coverage of the day's news, utilizing tape recordings of actual events, in-depth weather reports, helicopter traffic reports, sports and other features. Anchor man for the program is John Harrington.

NAB Seeks JFK Tapes

NEW YORK — WQXR has presented a recording of the late President Kennedy's reading of the Declaration of Independence to the National Association of Broadcasters for the archives of the John F. Kennedy Memorial Library in Cambridge, Mass. The NAB has requested all broadcasters to donate any on-air material by the late President which was broadcast over their facilities.

seasons. Robert Blum, who has broadcast the games for the past three years, will be handling the play-by-play for the Sponderline-owned station.



FRANKIE FANELLI

FRANKIE FANELLI:
RIGHT! FROM THE START

Frankie Fanelli—new tenor in town—with a voice that's a cinch to sell plenty of records. Frankie's repertoire covers a wide range of material—songs like "What Now My Love?" "Mala Femmina" and "Close Your Eyes." His heart-to-heart approach is a sure recipe for success. He's right—from the start!

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RCA VICTOR

The most trusted name in sound

FRANKIE FANELLI: A GREAT NEW VOICE ON



Phono-Tape

Mail, Then Stores For Pentron Set

CHICAGO — A direct-mail campaign to 30 million homes will introduce Pentron Electronics' new Pentron President tape recorder before it appears in retail stores.

The first mailing will be by Diners' Club, but "major mailing companies" eventually will be involved in the \$2.4 million campaign, according to Albert E. Sloan, president of Whitney-Forbes Inc., direct mail consultants. Pentron chairman Osborn Andrews said he expected the mailing to help build word-of-mouth demand for the recorders when they ap-

pear in stores, probably in about six months.

The new stereo recorder is fully transistorized and features a "voice actuating" circuit which starts and stops it automatically. It's priced at \$199.95.

Miracord Awards World Fair Trips

WESTBURY, N. Y.—Miracord salesmen will visit the World's Fair—on the house—as a result of a special promotion

Capitol Bows 5-Inch Reel

HOLLYWOOD—Capitol has introduced a five-inch tape reel played at 3 3/4 inches per second, with a basic \$4.99 price for both mono and stereo versions, and has set the "Meet the Beatles" LP as the first release in this new package.

In the past, stereo tapes were recorded on seven-inch reels at 7 1/2 ips, with a \$7.98 retail price. Dealer cost on the Beatles tape will be \$3.09.

With the industry primarily issuing stereo tapes, Capitol claims its mono Beatles tape will be the only mono tape on the market.

by Benjamin Electronic Sound Corporation.

Each Miracord turntable shipped through April 22 will have an envelope attached to the carton, which contains a prepaid postcard, which the salesman removes before the tape is delivered to the customer. For each postcard mailed in, Benjamin will send the salesman one adult ticket and one child's ticket to the Fair.

BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

BEST SELLING MONORAIL TAPE DECKS AND RECORDERS

POSITION		12/28/63	9/28/63	BRAND	% OF TOTAL POINTS
This Issue	Issue	Issue	Issue		
1	4	1	Webcor	16.3	
2	2	2	Voice of Music (V-M)	13.0	
3	—	8	Sony	8.1	
4	—	6	Wollensak	7.4	
5	3	3	Masterwork	7.0	
6	—	7	Norelco	5.5	
7	5	5	RCA Victor	5.2	
			Others	37.5	

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parentheses.

12/28/63 Issue: Electro (6).

9/28/63 Issue: All brands represented in current chart.

BEST SELLING STEREO TAPE DECKS AND RECORDERS

POSITION		12/28/63	9/28/63	BRAND	% OF TOTAL POINTS
This Issue	Issue	Issue	Issue		
1	1	1	Webcor	14.0	
2	3	2	Voice of Music (V-M)	11.8	
3	5	5	Roberts	11.5	
4	—	7	Sony	10.9	
5	7	6	Wollensak	7.7	
6	6	8	RCA Victor	6.7	
7	—	—	Viking	4.7	
8	—	—	Concord	3.6	
9	—	—	Norelco	3.5	
			Others	25.6	

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parentheses.

12/28/63 Issue: Masterwork (4); KLM (8).

9/28/63 Issue: Masterwork (3).

EQUIPMENT NEWSLETTER

A Program for More Recorder Sales

By DAVID LACHENBRUCH

RX FOR RECORDERS: If you've been following our series of articles on the results of the recent Gordon Jones-Fillard survey of tape recorder retailers (the last of which is in this issue), you've seen a pretty complete diagnosis of recorder field ills from the standpoint of the dealer. (In case you missed the series, a complete tabulation is available from Fillard's Record Mail Research division.)

Perhaps "ill" is too strong a word. The recorder field isn't sickly—it's just not growing strong and healthy as fast as it should, considering the almost fantastic utility and versatility of the modern recorder.

The retailers surveyed are generally considered to be aggressive dealers who put some emphasis on recorders. They include record, appliance and photographic dealers. While they had to say about their problems, therefore, can be a valuable clue for manufacturers and distributors of recorders and tape.

As we interpret the results of the survey, several prime needs seem to stand out—at least from the dealer viewpoint.

The biggest complaint was "discounting by others" and lack of price maintenance by manufacturers. This gripe, however, isn't confined to tape, but can apply across-the-board to almost any type of consumer hard goods. The comments, nevertheless, would appear to suggest that price stability is generally lacking in the recorder field—to put it mildly. That several major recorder lines are now instituting various programs to head off excessive discounting is evidence that at least some manufacturers recognize the problem and are trying to do something about it.

The dealer attitudes, as expressed in the survey returns, seem to suggest a positive program to fill the most pressing needs of tape recorder retailers. Here are some of the planks in the sell-more-recorders platform, as we see it.

1. Familiarize the average consumer with the advantages and capabilities of recorders. This seems advertising in consumer-oriented media, in addition to the audiophile books. Stress should be placed on the "fun and entertainment" aspects, rather than technical characteristics. Ideally, a co-ordinated industry-wide ad and public relations campaign for the concept of tape recording seems to be in order. This could be undertaken by an organization such as the Magnetic Recording Industry Association or Electronic Industries Association. Unfortunately, competing manufacturers rarely can agree on what to put into such a campaign in terms of both

ideas and money), and these drives often fall apart in one massive bicker.

2. Educate the dealer and the dealer's salesmen. Retailers admitted that even they themselves were often unable to give adequate demonstrations of some tape recorders. One solution would be for factory or distributor salesmen to reps actually to work on the floor of the store, first holding clinics for retail salesmen, then demonstrating the best selling techniques with actual customers. Manufacturers and distributors could learn plenty about their product this way. Many of them actually do this—but much more could be done.

3. Make more selling aids available to the dealer. Special demonstration machines, built into attractive displays calling attention to the machine's features (along with the dealer education mentioned above) could go a long way toward overcoming the hit-or-miss demonstration techniques employed today.

4. Develop simpler recorders for non-audiophiles. A quality machine needn't have so many meters and knobs that it scares customers away. American household—yet it can usually be operated with only two knobs. You no longer need to shift gears to drive an automobile—but automobiles can have "four on the floor" if they want it. How about a simple, high quality machine for the non-audiophile who appreciates quality?

5. Improve servicing programs. The service technician should have all possible assistance from the manufacturer. This can be expensive, but it's vital in maintaining good customer relations and good dealer relations. Obviously, so is good quality control, to eliminate as many service calls as possible.

6. Make the customer happy with his purchase. One method suggested by several survey respondents is to include a special pre-recorded tape with the machine. This could explain the features of the recorder (along with a good instruction book, demonstrate stereo effects and include several selections from high-quality pre-recorded tapes). At the very least, an understandable easy-to-follow and complete instruction manual should go with the recorder. In the case of imports, it's preferable to have the book written in the U.S.-type English.

These are a few points which seem obvious from perusal of the survey replies. Other dealer requests are far tougher to meet. For example, 100 many models, prices too high, too much time needed for demonstrations.

Some day tape recorders will come into their own as mass-appeal instruments—either in reel-to-reel or cartridge format. Before this can happen, however, there must be a serious attempt to sell tape recorders to the primary sales target—the average American.

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

AUDIO LAB—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

KMG—Expires July 31, 1964. Started May 1, 1964.

Buy one record and get one free on entire Country and Western catalog—mono and stereo.

STARADY—Expiration indefinite. Started January 1, 1964.

A 15 per cent discount on all regular Starady albums. A 10 per cent discount on Starady economy line albums.

PRESTIGE—Until further notice. Started February 1, 1964.

A 10 per cent discount on all albums of Prestige and subsidiary labels. Special artist price Buy 12 and get four free on all John Coltrane LP's. Expires March 31.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1100, 1200, 1400, 1500. One free record for every 10 purchased in series 2000, 1000, 8000. Expires with the exception of 9001 and 9003, buy 10 get two free.

DEALERS!

ORDER NOW FOR
ALL FOUR 1964
ISSUES AND—
SAVE, SAVE, SAVE!

Here's an example of how these savings can work for you.

dealer estimates his needs at, for example, 500 copies per issue (if bought on loose issue basis, this would cost \$50, or 10¢ per copy).
dealer knows needs of all four 1964 issues late in order-placed single order for 500 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, as one order for 2,000 copies—total cost at \$170 or only 8.5¢ per copy.

SPECIAL BONUS!



This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

USE THE HANDY FORM NOW TO PLACE YOUR ORDER . . . AND SAVE MONEY!!

SCHEDULE OF PRICES

QUANTITY	PRICE PER COPY	
	Without Imprint on Cover and Order Card	With Imprint On Cover and Order Card
25,000 or over	7c	7.5c
10,000 to 25,000	7.5c	8c
5,000 to 10,000	8c	8.5c
1,000 to 5,000	8.5c	9c
500 to 1,000	9.5c	10c
100 to 500	10c	10.5c

Record Preview

APRIL 1964 • 20 CENTS

- LATEST LP's
- BEST-SELLER LP's
- NEWS About Records and Record Stars

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(212) 9733, Area Code 212

Associated Distributors

76 Tolland Ave.
East Hartford, Conn.
528-4184, Area Code 203

Big Town
2818 W. Pico Blvd.
Los Angeles, Calif.
731-9474, Area Code 213

C & C Dist.
3711 S. Hudson
Seattle, Wash.
PA 5-0070, Area Code 206

Cadel Distributing Co., Inc.
13300 Capital Ave.
Detroit 37, Mich.
548-3171, Area Code 313

Comstock
1323 Spring St., N.W.
Atlanta, Ga.
876-0321, Area Code 404

D M Sales
90 Oerman Ave.
San Francisco, Calif.
MI 8-5331, Area Code 415

Hetticher Bros.
119 N. 9 St.
Minneapolis, Minn.
FE 3-8281, Area Code 612

Marnel of Maryland
5550 Newbury St.
Baltimore, Md.
664-8500, Area Code 301

M. B. Krupp Distributor
2519 N. 16th St.
Phoenix, Ariz.

Music Service Record Distributors
318 6th St., S.
Great Falls, Mont.

Roberts Record Distributing Co.
1906 Washington Ave.
St. Louis, Mo.
MA 1-0470, Area Code 314

Seaway Distributing
3142 Prospect Ave.
Cleveland, Ohio
EX 1-7300, Area Code 216

Summit Distributing
1345 Diversey Parkway
Chicago, Ill.
BI 8-3621, Area Code 312

HERE IT IS—the follow-up to the super-successful "Records Make Wonderful Gifts" catalog: Billboard's sparkling new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention . . . to hold consumer interest . . . to increase consumer buying . . . and to build new record customers for you.

- Full Color Cover for maximum attention and appeal.
- New Album Releases (with many album covers in full color) plus descriptive comment on each album's contents. These will be albums which most dealers will carry in stock . . . all top albums in all major categories.
- Specialty Charts . . . Selected charts on current best selling albums in all of the most popular categories . . . to remind customers to buy those top albums they want for their own.
- Feature articles on artists, Broadway shows, and items of timely interest to consumers.
- Chapter Columns . . . information about artists on record albums . . . human interest information, artists' activities and future plans.
- Musical Cook Book . . . Favorite recipes of top artists like Pat Boone, Leontyne Price, Benny Goodman, Burl Ives, Bing Crosby, Jo Stafford . . . many others.
- Handy check-off order form in every issue to make buying by mail or in person easier.

(PRINTING AVAILABLE)

Your own store name, address and telephone may be imprinted on the front cover to personalize your copies and put you in the big leagues with a monthly color album magazine all your own.

The order form, easily detached by customers, may also carry your store name and address. It makes it easy to get mail and brochure orders from your customers.

RECORD PREVIEW

Billboard Publishing Co., 145 W. 46th Street (at Times Square), New York, N.Y. 10036

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

Issue	Quantity	TOTAL QUANTITY
April (last April 4)	_____	
May (last May 12)	_____	_____
September (last Sept. 14)	_____	_____
November (Christmas issue out Nov. 9)	_____	_____

I wish to have copies imprinted with my store name and address on both the cover and the order form: ☐ Yes ☐ No

Use the following copy for my imprint on cover and order card (please use typewriter or printed copy):

Store Name _____
Address _____
City, State, Zip _____
Phone _____ (will be eliminated from order card)

I enclose \$0 per cent payment against total cost of this order which amounts to \$ _____.
(Check price schedule noting "imprint" column of prices if imprints are requested.)
I understand balance will be billed upon delivery.
My total order for Record Preview (all 4 editions combined) is 1,000 copies or more. Please send me the free Record Preview display carton.

I understand all orders will be shipped Railway Express Prepaid by the publisher unless I specify another means of shipping, in which case I will pay all shipping charges.

Ship as follows: _____
Attention at _____
This order authorized by: _____
(Signature and Title)

Rock-Ola Bows Grand Prix Line

CHICAGO — Rock-Ola is introducing a deluxe new Grand Prix photograph addition to its line with operator showings scheduled to begin within the week.

The firm unveiled the new Grand Prix to distributors at a series of regional showings held in Chicago, New York and New Orleans.

The Grand Prix, designed as the ultimate top of the firm's current line, is a stereo-monoaural phonograph with 160 selections and a seven-inch LP feature.

Phonette Bows
Rock-Ola is also introducing an accompanying Phonette receiver-speaker-selector unit. The Phonette features a pair of built-in stereo speakers, simple selection panel and personal volume control.

The Phonette can be used

with any current model Rock-Ola phonograph. Both Rock-Ola Rhapsody II and Capri II will stay in production.

The Grand Prix plays 33 and 45 disks inter-mixed. The seven-inch disk can be added in banks of 10.

New Design

Perhaps the most distinctive feature is the machine's dramatic new design. The cabinet is roughly rectangular with the title-strips under a very slightly downward-sloping glass.

The mechanism is seen through a central panel between the strips. A real display panel houses a pair of speakers and up to three seven-inch album covers.

The cabinet is finished in walnut Condit plastic, Stainless steel and chrome. Other features include:

- Common receiver system operating with Grand Prix and other current model Rock-Ola phonographs.
- Automatic money counter totals exact machine receipts. The counter is seen through a window and works with the Phonette also.
- Exclusive Mech-O-Matic intermixes seven-inch albums, 33, 45, stereo and monoaural records in any sequence. No "micro-switches or electronic aids for changing motor speeds or spindle sizes."
- Transistorized amplifier.
- Rock-Ola held its first distributor showing Tuesday (11) at Chicago's O'Hare Inn. It followed with a showing in New York Thursday (12) in Summit Hotel, and New Orleans Monday (6) at the Fontainebleau Motel.

Coin Machine OPERATING

Williams Soccer Game Allows 3-Way Scoring



SOCCER

through either a red or blue top roller. After that, he attempts to shoot each successive ball to return the same roller in order to retain "possession" of the ball.

The position of the soccer ball is determined by a light on the playfield. Players can advance the ball one step by hitting the proper bumper bumpers. Moving the ball across the field scores a goal.

Goals are also scored by hitting one of two eject pockets on the playfield.

Score is advanced by moving the soccer ball across the field (each step counts 10 points), by hitting goals (100 points) or by scoring one of several targets around the playfield.

Soccer is an exceptionally high-scoring game for a single player machine. It is the first single player in Williams' history to have four reel scoring.

Other Soccer features include three or five-ball play, new motor unit, new coin switch, new latch-lock playfield, and modernized cabinet. Shipments are expected to begin this week.

Hrdlicka Retires; Ross Named New Wurlitzer Service Topper



JOE HRDLICKA

C. B. ROSS

NORTH TONAWANDA, N.Y. — C. B. Ross, Midwest field service engineer for Wurlitzer for the last five years, has been appointed service manager for the Wurlitzer Company here. He replaces Joe Hrdlicka, who has been with Wurlitzer since 1928 and who retired this week. Hrdlicka worked in a Wurlitzer retail store in St. Louis in 1928.

1928 when the firm sold a juke box called the Wilcox-Simplex. His job was to keep the 10-second 78-r.p.m. phonograph working. Shortly thereafter, Wurlitzer bought the Simplex mechanism outright, redesigned it, and introduced the first Wurlitzer coin-operated phonograph—the P-10.

After 10 years in the retail store division, Hrdlicka worked from the North Tonawanda factory as field service engineer and service manager for several of the company's divisions.

War Contracts

During World War II he was special representative for the North Tonawanda plant on war contracts. In 1945 he became service manager for the Wurlitzer corporation, a position he held for five years.

In 1950 he returned to the North Tonawanda plant as special sales and service representative, and four years later he headed the service department, assuming responsibility for general service policy and supervision of field service engineers. Hrdlicka and Mrs. Hrdlicka will move to the Seattle area.

Ark. Coinman Eyes Mayoralty

NORTH LITTLE ROCK, Ark. — Robert Kirspl, president of Kirspl Music Company and Kirspl Vending Company, announced last week he would be a candidate for mayor in the August city election.

Kirspl has been a city alderman, a part time job, for eight years. The terms are for two years and he has been re-elected three times. He is currently the city's police commissioner.

where their son, Boeie, is an engineer for the Boeing Aircraft Corporation. He plans to set up a shop in his new home and dabble in the creation of stereo music systems and radio and television repair.

Feted by Associates
Tuesday (11) Hrdlicka was honored by his business associates at the Town Club of the Tonawandas. He was presented with an electronic tube tester for his new shop.

His successor, C. B. Ross, joined Wurlitzer in 1959 as Midwest factory field engineer.

He is a graduate in electronics of the Coyne Electrical Radio and TV Sound School, Chicago, and the British UHF in London. He is an amateur short-wave radio station operator.

Service Expert

Before joining Wurlitzer, Ross had been a service expert with the Seranni Amusement Company, Eau Claire, Wis., and I&W Vendors Sales Service, South Milwaukee, where coin machine operations.

During World War II he served with the U. S. Air Corps and was trained in mechanical and electrical repair, including sound.

His new duties include supervision of all field service engineers in the United States, preparation of manuals and service bulletins for operator service personnel and assistance in design improvement of electrical and mechanical components of Wurlitzer phonographs.

Referendum Set For Wash. Law

OLYMPIA, Wash. — The Washington Supreme Court ruled recently that the controversial 1963 tolerance gambling law he put to a vote of the public at next November's election.

The high court, in an 8-1 decision, approved the referendum despite the theft June 21, 1963, of the \$2,955 supporting voter-signatures from a State Capitol vault. The judges held a criminal act cannot be permitted to thwart the constitutional right of the voters to referendum.

The decision means the people will vote November 3, 1964, on the law purporting to legalize pinball machines, cardrooms, punchboards and slot machines if licensed by local authorities. In the ruling, the Supreme

Ski'N Skore Attracts Schuss Boomer Set



SKIN SKORE

Joe Lyon, DuKane product manager, said the company has been testing the unit for several months, primarily in Eastern ski resort areas. He said results are excellent, particularly at the Andromeda, a lodge near Vermont's Mount Snow.

Lyon added that a water-ski version of the machine is due later this year.

Game Tax Return Declines in Wash.

OLYMPIA, Wash. — Washington State Tax Commission figures, released March 25, showed revenue of \$945,393 in 1963 on amusement device taxes, down nearly half from the \$1.6 million collected the previous year.

A commission spokesman said the decline was mostly the result of a ban on pay-off pinball machines in Seattle at the beginning of last year.

The State levies a tax of 20 per cent of gross revenue from pinball machines and 40 per cent for other coin-operated amusement devices not involving any element of skill.

Donald R. Burrows, the commission's research supervisor, said the tax take on amusement devices has slowly declined in recent years from a high of \$5.1 million in 1950, as some counties tightened up on tolerance policies.

The tax return could bounce back in Seattle, however, if newly elected Mayor J. D. Braman carries on his announced plan to return to the city's tolerance policy.

First Coin Sets Service Schools

CHICAGO — First Coin Machine Distributors is kicking off a series of service schools and equipment showings throughout Illinois.

Some 40 operators were on hand for the first session held last Thursday (2) in the showrooms. Midwest Distributing Company, Rockford, Ill.

Hosing the session for First Coin were Fred Kline, Jerry Bremner and Cliff Mueller. Additional sessions are planned for the very near future.

W. VA. OPS SET ANNUAL MEET

HUNTINGTON, W. Va. — West Virginia Music and Vending Association will hold its annual fall convention here at the Holiday Inn Motel, September 18-19. Exhibits of equipment, business sessions and a local program are planned. A board meeting will precede the general convention. The convention committee was made up of John (Red) Wallace, W. T. Cruze and Jack Best. Additional details of the meeting will be announced later.

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MOA Exhibitor Prospect Bright

CHICAGO—Music Operators of America is virtually assured of having all four juke box manufacturers in its next annual convention scheduled for the Sherman House here October 14-16. MOA concluded a meeting with the manufacturers here last week and the outcome was completely favorable for the national

juke box operator association. The news gives MOA some early ammunition in its quest for additional exhibitors for its convocation. Last year MOA did very well with amusement machine manufacturers but fell short in the area of record company exhibitors.

This year, early commitment

by the juke box manufacturers gives the association a "united front" appearance that will be very helpful in seeking exhibitors from other areas.

News about the manufacturers came in a conservative statement issued by MOA director Fred Granger. Granger came just short of making a positive statement that the manufacturers would be represented.

He did, however, say that a final decision would be given by all four manufacturers by Monday (6).

The MOA managing director said that he had been assured of "10 per cent co-operation" by all four manufacturers and that at this point it "appeared likely" they would be in the show.

Granger added that the manufacturers were very pleased with the exhibit space in the Sherman House. The hotel has one of the largest convention facilities in the city.

Officially the manufacturer representatives will now report back to their companies before giving their final decision Monday (6).

On hand for the juke box companies were Fred Pollak and Paul Huebisch, Rowe At Manufacturing, San Jacinto, Secburg, A. D. Palmer, Wuritzer, and Hugh Gorman, Rock-Ola.

Representing MOA were Lou Cavola, president, Clint Pierce, vice-president, and Granger.

Granger said that MOA "purpose" held its meeting with the manufacturers early in order to give us more time to promote other exhibitors.

EAST COAST DISTRIBS VIEW NEW ROCK-OLA LINE

NEW YORK—East Coast Rock-Ola distributors caught their first glimpse of the firm's new Grand Prix phonograph line at the Summit Hotel here Thursday (2). Rock-Ola brass in for the presentation included J. D. Doris, Dave Howie, George Hincker and Les Rieck.

Factory executives went over the machine in detail and discussed merchandising plans during the day. In the evening the distributors were guests at Rock-Ola at a cocktail party and caught the Julie London show at the Americana Hotel. Distributors will show the new line to operators next week.

Recent

STEREO RELEASES

for Music Operators

■ SEEBURG LITTLE LP's

Pop Vocal

BARBRA STREISAND—The Third Album... Columbia

Pop Instrumental

SPIKE JONES—Washington Square... Liberty

Jazz/Rhythm & Blues

RAY CHARLES—(Twin Pack)

Sweet and Sour Tears... ABC-Paramount

Country & Western

LORETTA LYNN—Loretta Lynn Sings... Decca

■ SEEBURG ARTIST OF THE WEEK

RAY CHARLES—Sweet and Sour Tears

ABC-Paramount (Pop Vocal)

All titles listed are custom 10" 45s. Single packages for the juke box operator. Single packages or record companies may get weekly listings of their product by sending coupon to: Billboards, 1230 4th Avenue, New York, N. Y. 10020.

Hot Springs Crackdown Slows Coin Collection

By ELTON WHISENUNT

HOT SPRINGS, Ark.—Coin machine operators were singing the blues here last week after Gov. Orval Faubus ordered gambling casinos to close.

The operators have no direct interest in gambling—but the exodus of the huge crowds during the race track season, which is the best of the year, cut heavily into the profits.

Some coin men reported collections dropped several hundred per cent. The closing of the casinos, which have operated for 150 years, left the city looking almost like a ghost town.

The casinos have been closed off and on over the years, but mostly have operated. Now is the best time of the year for collections for the operators for fun seeking people come to the resort city from all over the U. S.

The two largest operators in

Hot Springs are Phil Marks Amusement Company, owned by Phil Marks, and J. Earl Gill, owner of Gill Amusement Company. Both have phonograph games and vending equipment on location.

The third is W. E. Lewis Lewis Novelty Company. Formerly, there were six operators. But Marks bought out Van Edginger, Van Edginger Music Company, his brother-in-law.

Gill bought out R. G. Jennings, Jennings Coin Machine Company, and Wilbur Green, Spa Amusement Company.

The Governor's action came with the race track season having another week to go. Vacationers to Hot Springs this time of year are usually people of means who visit the track during the day and the casinos in the

(Continued on page 95)

A 33 $\frac{1}{3}$ RPM STEREO SINGLE SPECIALLY CREATED FOR COIN OPERATORS

ROBERT GOULET

SINGING "ONCE UPON A DREAM" and "MARRIED I CAN ALWAYS GET"

S-32450



OL 8050/OS 2450.

FROM HIS TOWERING NEW COLUMBIA HIT ALBUM!
FOR INSTANT PROGRAMMING IN YOUR KEY ADULT LOCATIONS, SEE YOUR COLUMBIA RECORDS REPRESENTATIVE TODAY!

EUROPEAN NEWS BRIEFS

New Tonomat Model

FRANKFURT — Tonomat, the German subsidiary of Automatic Canteen, reports exceptional sales response to its new compact phonograph, Electronic.

The new model has 160 selections, but the primary feature is the speed of record changing. The record arm is placed parallel to the base and arms on opposite sides lift the selected record into position as the scanning movement is completed. The disk thus goes direct to the arm which is nearest it.

Tonomat says this quick changing appreciably boosts the operator's collections by crowding more phonograph play into the operating day. Electronic competes with Wurlitzer's German-produced Lyric compact.

Largest Game Sells

HAMBURG — Th. Bergmann Company, a major European producer of diversified coin machine equipment, reports that its new target game, Safari, is bagging sales marks.

It is a highly miniaturized electrical mirror game, starting for the realism achieved. Animals appear and vanish, constantly changing positions, through a built-in mixer system. The animal has a small light in his head which serves as the target. Bergmann has emerged as a leading world game producer by success of its Arizona target game, which is one of the largest selling target games produced anywhere since the war.

Coin Machine Fair

FRANKFURT — West Germany's coin machine industry hopes to sponsor an international coin machine fair in Frankfurt this year.

The fair would serve as a showcase for Germany's booming trade and would provide an international meeting ground for the world industry. It would parallel the Hanover industrial fair.

West Germany has the Continent's largest and most sophisticated coin machine industry and trade. However, there has long been grumbling within the ranks over the lack of an industry showcase. There have been several attempts in recent years to stage such a fair, but these efforts have foundered on intra-trade bickering.

N. H. Lottery Sales Brisk

CONCORD, N. H. — The nation's only lottery ticket vending machine business, operated by the State of New Hampshire, is getting off to a good start.

Automatic machines similar to those set up at Rockingham Park pari-mutuel race track in Salem recently have now been installed in most of the 49 State-owned liquor stores and will also be in operation later at the Hinsdale Raceway and the Rochester Fair harness racing track.

The machines dispensed receipts for 27,174 tickets totaling \$81,522 during their first 10 days of operation at Rockingham Park. The actual tickets will be kept in a Manchester bank vault by the Sweepstakes Commission until the big public drawing at Rockingham in early September a few days before the \$100,000-plus sweepstakes race. Prizes for the sweepstakes winners run as high as \$100,000.

Market in Norway

OSLO — A two-way race is developing in Norway between U. S. and West German manufacturers for supremacy in what looms as a lush phonograph preserve.

Norwegian marketing surveys indicate a medium term phonograph market for 12,000 machines, compared with the present 4,000 to 6,000 machines, and a long-range market of upward of 30,000 machines.

The surveys indicate there is great phonograph potential in the rural areas and in the far northern areas, where recreational facilities are lacking.

French Pinball Mach.

NICE — Establishments Rally, the largest French coin games manufacturer, is mapping a big European Common Market sales program for its El Toro pinball. El Toro, which is billed as Europe's answer to the U. S. pinball, can be played by one or two persons. The score is posted automatically on an illuminated board and is carried cumulatively, meaning that successive players can see that the total posted by their predecessors.

Production of about 100 machines monthly is to be doubled in anticipation of strong European demand. Rally's promotion of El Toro is expected to point the way to a Common Market format for general sales promotion by firms in the six Common Market countries.

Biggest Danish Op

COPENHAGEN — Dansk Grammofon Automat A/S has boosted its operating interests in Denmark to over 30 phonographs.

This makes Dansk Grammofon the largest operator in Denmark. In addition to the 300 phonographs, Dansk Grammofon also operates about 100 games.

The firm is the Danish distributor for Rock-Ola and is the EMI subsidiary in Denmark for phonograph records. It represents an integrated music operation which has scored spectacular success.

Far from representing a conflict of interest, the firm's phonograph operation has helped stabilize the operating field for smaller independent operators.

Dutch Changer In Production

COIN CHANGER

AMSTERDAM — Jennen Automaten N.V., Dutch manufacturer, has gone into production on an electrically operated coin changer with 10 magazines.

Further information may be obtained from the Consulate General of The Netherlands, Commercial Division, 10 Rockefeller Plaza, New York 10020.

urgent!!!

Coin Machine Distributors, Manufacturers & Trade Association Officials

Your FREE Listing Will Appear in Billboard's 1964 International Coin Machine Directory If We Receive the Following Information No Later Than APRIL 17 . . . in New York

PLEASE SEND PHOTO, IF POSSIBLE

SEND INFORMATION TO BILLBOARD, COIN MACHINE DIRECTORY, 165 W. 46th St., N. Y., N. Y., 10036, by April 17

make plans now to be part of . . .

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PLUS . . . state-by-state analysis of license fees and taxes on juke boxes, amusement games and vending machines—and laws governing legal games.

Date of Issue:

MAY 16, 1964

Advertising Deadline:

APRIL 20, 1964

Early space reservations recommended. Advertising deadline is for all material in New York. Offset Printed. No Plates Required!

Billboard

NEW YORK CHICAGO
HOLLYWOOD NASHVILLE
LONDON



BULK VENDING

Weitzman, Bloom Host Coast Bulk Operators

LOS ANGELES—Sam Weitzman and Sid Bloom played hosts to bulk vending machine operators in this area recently when they held open house for the official and social opening of Oak Plaza, where Oak Manufacturing Company and Operators Vending Machine Supply Company will be located in the future.

The debut marked a big step forward in service to operators both from a manufacturing as well as merchandising standpoint. Operators Vending moved its facilities to the new location at 650 South Avenue 21, just off the Golden State Freeway, over a weekend and opened for

business there the following week. Oak, in Culver City for years, will open in the new location in May. The center will also include Imperial Die Casting, an Oak affiliate.

The new site gives Operators Vending modern and larger quarters. Refurbished throughout, the operation features self-service, an innovation in wholesale selling in this field. There is ample parking, giving customers what amounts to a drive-in facility.

The new location has its own railroad spur track to facilitate shipments of the Acorn line to distributors throughout the world.

Chi Ops See Eppy Line



SEVERAL HUNDRED Chicago area operators turned out for the second Eppy Chorms regional sales exhibit held at Chicago's Sheraton last week. A previous show was held in Minneapolis, with another scheduled for Dallas soon. In the foreground are Mr. and Mrs. Seymour Moss, Seymour Caro, Not Schlesinger, Mrs. Caro, Mrs. E. Swidler and Dave Rubin. The little girl is Marilyn Caro. On the right are Martho King, Paul Crisman, Mrs. Rubin and Tam King.



LOU SINGER, Sidney Eppy, Tam King and George Eppy examine the new Eppy Chorms line previewed to Chicago operators at Eppy's second regional meeting last week. Eppy's full line will be unveiled nationally at the giant National Vendors Association convention April 15-18 in Miami Beach, Fla.



THE EPPYS, Sidney (left) and George (second from right), with Paul Crisman (second from left) and Tam King (right) during the Eppy regional showing in Chicago last week. Crisman and King, co-heads of King and Company, are Chicago distributors for Eppy Chorms. The television set was a door prize, as was the giant Northwestern Rocket vender in the rear.

Please mark complete information and prices on Northwestern SUPER SIXTY Ball Gum-Chorms Vender (as illustrated) as well as other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:

KING & COMPANY
2700 W. Lake St. Chicago 8, Ill.
Phone: KE 3-3321

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes, 1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c, 11c, 12c, 13c, 14c, 15c, 16c, 17c, 18c, 19c, 20c, 21c, 22c, 23c, 24c, 25c, 26c, 27c, 28c, 29c, 30c, 31c, 32c, 33c, 34c, 35c, 36c, 37c, 38c, 39c, 40c, 41c, 42c, 43c, 44c, 45c, 46c, 47c, 48c, 49c, 50c, 51c, 52c, 53c, 54c, 55c, 56c, 57c, 58c, 59c, 60c, 61c, 62c, 63c, 64c, 65c, 66c, 67c, 68c, 69c, 70c, 71c, 72c, 73c, 74c, 75c, 76c, 77c, 78c, 79c, 80c, 81c, 82c, 83c, 84c, 85c, 86c, 87c, 88c, 89c, 90c, 91c, 92c, 93c, 94c, 95c, 96c, 97c, 98c, 99c, 100c.



Direct Low Factory Prices

Robber Ball Gum, 100, 120 & 150 ct. & Band 200 200% in
Chalk Ball Gum, 120 ct. 30% in
Chalk Ball Gum, 150 ct. 30% in
Chalk Ball Gum, 200 ct. 30% in
Chalk Ball Gum, 250 & 300 ct. 20% in
Robber Chalk, 250 & 300 ct. 20% in
Tab (short stick), 100 ct. 40% in
Bullseye Gum, 100 pieces 12% in
P.O. Factory 150 in lots

AMERICAN CHOCOLATE INDUSTRIES

27 years of manufacturing experience
40% & 50% Discount
Newark, N. J. 07102

SPECIAL!

FOR \$22.50

We Will Give You



PLUS 600 JUMBO
ROCKET CHORMS

Bush 1/2 With Order, Bal. C.O.D.

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J. SCHOENBACH

Factory Distributor of Ball and Band Gum
Vendors, Merchandise, Parts, Ball
Gum, Vendors, Parts, Vendors and
Candy. Wholesale, Retail, Vendors and
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OPERATION REQUIRED

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Write for details, color circular
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5711 W. Grand Ave., Chicago 27, Ill.

THE SUPER SIXTY

Capsule Vender*

The ultimate in quality Capsule

Merchandising.

Vends any item which can be placed

in a capsule.

5c, 10c and 25c.

*With QUICK-TACH at slight extra cost.



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IMPORTANT MEMO

**AD DEADLINE FOR
N.V.A. CONVENTION ISSUE**

Dated: April 18

Distributed: Monday, April 13

(Ad Deadline: April 8)

FREE distribution of this issue at the N.V.A. Convention, Deauville Hotel, Miami Beach, Florida, April 15-18.

REACH OPERATORS IN THIS EDITORIAL PACKED ISSUE which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

Only in Billboard can advertisers reach (at low cost) the operators in attendance as well as those operators unable to attend the convention.

**Send Advertising Copy on or Before
Wednesday, April 8.**

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Central 6-9818

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165 W. 46th Street
PLaza 7-2800

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MANUFACTURING COMPANY, INC.
15821 Eucalyptus Ave., Carle, Calif., California

Say You Saw It in Billboard



Vending Headquarters for VICTOR The Most Complete and Finest Line of Bulk Vendors NEW SELECTORAMA®

BEAUTIFUL STORE WINDOW DISPLAY
Available in 1c, 5c, 10c, 25c or 50c coin mechanisms
can vend 1000 count gum, V, V-1 and V-2 capsules
Use as single unit or can be mounted on multiple stands.
New, attractive and durable space-saver stand available for
one or eight units.
Double or triple your sales with this great vendor. Write
for further details, color circular and prices.
Large Stock of Vendors—Parts and Merchandise
Write for Prices

GRAFF VENDING SUPPLY CO., INC.
2817 W. DAVIS ST. DALLAS, TEXAS

Please rush complete information and prices on
Northwestern SUPER SIXTY Ball Gum-Charm
Vendor (as illustrated) as well as other North-
western machines.

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H. B. HUTCHINSON, JR.
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\$3.25 per M

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Please include sufficient postage to
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604 Spring Street St., Philadelphia 22, Pa.

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The SUPER SIXTY Capsule Vender*

The ultimate in quality Capsule
Merchandising.

Vends any item which can be placed
in a capsule.

5c, 10c and 25c.

*With QUICK-TACH at slight extra cost.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave., Cleveland 15, Ohio
Phone: TOwer 1-6715



Reduce Uncertainties in Business Decisions. Dr. Fox is a specialist in population statistics.

Don Mitchell, legal counsel for NVA, said that the convention appears well on its way toward being one of the most successful in the association's history.

In addition to the featured speakers, NVA will have a panel discussion titled, "Issues and Answers." The panel will deal with gross root problems in the bulk field.

Panelists are being selected from the fields of merchandising and marketing. Other speakers include Bert Fraga, president; Milton T. Raynor, legal counsel; Donald Mitchell, legal counsel; and Rolfe Lobell, convention chairman.

A special ladies' day program is being planned and the convention will also have its usual social fare consisting of cocktail parties, luncheons and several banquets.

A number of affiliated industry meetings will be held during

the convention. The National Vending Machine Distributors Association will hold a meeting as will a number of manufacturers, including United, Leaf, Guggenheim and Eppy.

NVA officials predict that attendance will be in the usual 350 to 450 range. From 20 to 30 exhibitors will be represented on the convention floor.

Although relatively compact in size, NVA represents a major portion of the bulk industry buying power in the U. S.

The annual convention serves as the site for annual introduction of new equipment by virtually every major manufacturer.

In addition, numerous industry problems are hashed out, either in formal business meetings or, more often, in informal sessions in suites and poolside.

This year, operators can attend the entire convention—room, board, all meetings and social events—a minimum cost of \$10.75 per person, per day.

Door prizes include such items as a color television set, stereo hi-fi console, three-day trip for two to Las Vegas, and a host of equally attractive appliances and household items.

Guggenheim Set On Troll Charm

JAMAICA, L. I., N. Y.—Karl Guggenheim, Inc., local charm manufacturer, this week began shipping its Troll charm series, items for 10-cent capsule vending.

The Troll, soft plastic replicas of the famed Scandinavian imps, come with wild hair in about 20 assorted colors. Bob Guggenheim, president of the firm, said that the items had been field tested for several weeks and that the location collections were encouraging.

Guggenheim this week returned from a three-week buying trip to the Orient, spending most of his time in Hong Kong and visiting Tokyo.

THE HOTTEST 10c CAPSULE ITEM EVER!

LOCATION TESTED

Ask your nearest
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Bulk Vending Machines sell themselves.
Available in many models,
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Distributor areas available
throughout the world.

Penny King Lines

PITTSBURGH—Penny King Company is introducing two new series of charms—the color-plated "200" and plastic colored "100" lines. Each features a variety of items and may be ordered in bags of 5,000 or 1,000.

MANDELL GUARANTEED USED MACHINES

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Vendall Plans More Shows With Taps

MINNEAPOLIS — Vendall Distributing Company, distributor of machines and bulk vending merchandise here, is planning an operator meeting again this fall, following the excellent response to the weekend show the firm co-hosted with Eppy Charms, Inc. of New York, at the Hotel Sheraton-Ritz, Minneapolis, March 13-15.

Earl Groul, president of Vendall, told Billboard, "We definitely will have a fall get-together, even though there may not be any new machines to show. We want to meet more of these operators and talk out some of their problems to help them grow."

He said he was still receiving expressions of thanks from operators for having presented the show with Eppy and was

still being visited by operators who had been unable to attend the show but want to be at the next one.

At the close of the weekend event, Groul had said, "From the response we've had this weekend there will be one of these every year."

The schedule has now been stepped up to include a second meeting this year with the date yet to be determined, possibly at the same hotel, the Sheraton-Ritz. Asked if manufacturers might also be represented, Groul said, "Any manufacturer will be welcome, but it will not be necessary." Mainly, we want it to be a time of exchanging ideas and cons. of merchandising and trading solutions to common problems," he added.

The door prizes offered at the March 13-15 weekend were on their way to the winners, as follows: Four Northwestern Super C Machines, viand, and merchandise, to Hans Bruntjen, Clear Lake, Ia.; Acorn Titan machine filled with merchandise, to Art Dalry, Minneapolis; Victor V-2 Capsule machine with merchandise, to Al Beaudett, St. Paul; 25 pounds of cashews to Joy Sales, Fargo, N. D.; 25 pounds of Spanish peanuts to Robert Lammers, St. Cloud, Minn.; 25 pounds of Hermetics to Dr. Burton Diamond, Minneapolis; Minn. 5 pounds of 100-count hall gum to Gayle Johnson, Clear Lake, Ia.; 5 pounds of 210-count hall gum to John Capron, Minneapolis; Minn. 5 pounds of 210-count hall gum to Stan Hilden, N. St. Paul; 5 pounds of 210-count hall gum to Howard Norbrand, Minneapolis; and 5 pounds of 210-count hall gum to Royal Miller, Lindstrom, Minn. The merchandise, except the gum, was donated by Vendall, and the gum was provided by Leaf Gum.

Eppy Charms Baseball Theme

JAMAICA, L. I. N. Y. — Eppy Charms, Inc. is timing its latest release with the opening of the major league baseball season. The item, Big League Baseball Rings.

The gold-plated rings are the complete series has been named for the 26 clubs in the National and American Leagues.

THE REAL BEETLES ARE HERE!!!



PAUL A. PRICE, Roslyn, N. Y., charm manufacturer, promotes his latest release with the sign, above, an bulk vending machine. The item, three-inch-long beetles made of soft plastic and designed for capsule vending.

Bulk Banter

Los Angeles Angles

Bud Harris of International Vending in San Pedro, Calif., was being robbed at gunpoint when he grappled with the gunman. Harris was serving machines outside a Compton restaurant when a man approached him with a sawed-off rifle and demanded money. Harris refused, whereupon the gunman loaded the rifle. During the scuffle the gun was discharged into the air. Two accomplices wrested the weapon from Harris and took off. The location owner saw the hold-up and locked his door. No one, however, thought to call the police. The police and Harriet Weiner of West Coast Enterprises, Los Angeles, are back from Las Vegas, Nev., where he attended a ceremonial they are planning a trip to New York in mid-June with their three children to take in the World's Fair. They will visit relatives in Boston.

Oak Stretches Trip Time Limit

PITTSBURGH—Oak Sale of Miami points out that there will be time for operators to join the company's free trip to the Nassau Beach Hotel in the Bahamas after they arrive for the NVA meeting in Miami April 15.

The requirement for inclusion is the purchase of \$2,000 worth of Oak merchandise between October 5 and April 15, but operators who reach the \$2,000 mark by placing orders on April 16 during the convention will also be eligible. Oak will have a number of new lines on display.

The Nassau trip begins on April 19 at the end of the NVA meeting and will end on Tuesday (21). Transportation, hotel accommodations, breakfasts and dinners will be free for all participants on the trip.

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Stylofoam Panel Aids
Seattle Bulk Operator

SEATTLE—Going so far as to sub-classify charms, rings, costume jewelry and similar trinkets into separate brackets for boys and girls is a merchandising step which is paying excellent dividends for C. W. McDaniel, long-established bulk operator here.

McDaniel has been thoroughly amused at the fact that most machines are patronized by only one sex or the other. Even where he made a tremendous effort to interest teenage and younger girls in rings and costume jewelry by devoting 10% exclusively to their interest, girls were less likely to use the machine than boys.

Suddenly it hit McDaniel that if he went to the trouble to make it plain that the jewelry items for both boys and girls were included in his 10-cent wenders in some 3,500 locations throughout the Seattle area, that things might change.

The step he took is a stylofoam panel, directly behind the globe of each ring vender, which displays labeled rings for girls on one side, and for boys

on the other. The signs used are simply one-by-six-inch strips of white cardboard, on which McDaniel has hand lettered "Girls" and "Boys." Around 18 choices for each sex are shown on the stylofoam panel, with the emphasis on handsome, attractive rings made for sampling.

Now, wherever he has used the thus-labeled combination of vendor and merchandise, collections have gone up steadily in every case.

Greater Southern Named
Rock-Ola Ga. Distributor

CHITAGO—Greater Southern Distributing Company, a new firm headed by Morris Pihla, president; Howard Robinson, Rubin Franco and Joe Capiluto, has been named Rock-Ola Manufacturing Company's phonograph and cigarette distributor in Georgia.

The firm replaces Robinson Distributing Company, headed by Howard Robinson, which merges with the new organization. Greater Southern has opened new and large quarters at 321 Edgewood Avenue, S.E., Atlanta.

Pihla said that the new distributorship will engage solely in

Am. Shuffleb'd
Has New Visulite

NEW YORK—American Shuffleboard Company's engineering department, under Ureene Daddis, has developed an optional piece of equipment called Visulite to enable users of the company's pool tables to tell how many balls have dropped or what the last one was.

In dark locations, the player simply pushes a button to light up the viewing section. The device can be installed on machines now on location and is optional on all new equipment.

Sol Lipkin, American Shuffleboard executive, left Monday for a two-week promotional trip to the Midwest and far West.



ANDY JOHNSON has been named manager of Rockwell Vending Machine, Santa Ana, Calif. The company is a branch of Silco Automatic Company, North Bergen, N. J.

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

Chicago Chatter

It'll be a hectic spring at Empire Coin Machine Exchange. Boss Gil Kilt leaves on a European tour in May. The same month will see Joe Robbins' son Mark celebrating his Bar Mitzvah (17). On April 12, Empire's shop, Foreman Leonard Zeldman's son Philip will be married. Music Operators of America conventioners will remember Tom Mackey, general sales manager at the Morrison Hotel here. Tom is walking around on crutches. He broke his leg last December and it had

to be reset recently. Fred Kline and Jerry Bremmer, of First Coin Machine Distributors, just concluded an Indiana and Illinois sales trip. They'll be moving on another soon.

A host of coin machine people were in town last week. Rock-Ola had all its Midwest distributors in for the unveiling of the new Grand Prix phonograph. A day later, Music Operators of America held a meeting with the four juke box manufacturers. Singer One-Stop, Fred Nipora, leaves Thursday for a long weekend of sking at Indianhead Mountain Lodge in Michigan's Upper Peninsula. World Wide's Nate Feinstein returns from a Florida vacation, with Harold Schwartz slated to go in a couple of weeks. NICK BIRK

The selling of new and used coin-operated music amusement and vending equipment.

Robinson assures all customers that they will receive the same good service and equipment from Greater Southern as always.

Western Pros
Mull Need
For Parts

LOS ANGELES—The need for better replacement parts and a wider selection, particularly for older machines, was informally discussed by members of the Western Vending Machine Operators Association at its regular monthly dinner meeting held at the Blarney Castle here Tuesday night (31).

Eugene Zola, executive secretary, conducted the meeting in the absence of President Preston Coombs. Attendance at the session was held down by the heavy rains in the area.

Following the regular reports made by Zola, the discussion centered on replacement parts. Some of the operators were of the opinion that not enough parts were available and that more service should be obtained from working sections. Although several suggestions were made, even mass buying, the matter was tabled until the next meeting, April 28, when President Coombs is expected to be present.

Next UJA Meeting

NEW YORK—The next executive committee meeting of the coin division of the 1964 United Jewish Appeal will take place on Wednesday (8) at 5 p.m. at the Sky Line Hotel, 10th Avenue and 59th Street.

Chairman Irving Holzman asks all members to bring in their contributions and reservations for the victory dinner and Harry Sokand testimonial, scheduled for Saturday, June 6.

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ALBUM REVIEWS



POP SPOTLIGHT
KISSIN' COUSINS
Elvis Presley: RCA Victor LP# 2884 (M), LSP 2894 (S)
Elvis' latest disc with five weeks from the super. He's already got a hit in "Kissin' Cousins" (a late tune). The album also contains some spotlight performances against chords and ask. Two of the tracks are being singled out as secondary play tracks: "Shine on Love" (2:37) and "Long Lonely Highway" (2:18). Best Track: "Long Lonely Highway" (2:18) (RM)



Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT
GLAD ALL OVER
Dove Clark Five: Epic LP# 24003

Not pop buyers get for the price of one in this Dove Clark set. The album not only carries the title hit but "Bibi and Pussie" as well. This title is also featured on the cover that rocking sound with strong but single are the key on such tracks as "Hey, Hey, All the Time" and "Doo Dah Time" besides the hit.



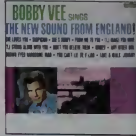
POP SPOTLIGHT
THE PINK PANTHER
Henry Mancini: RCA Victor LP# 2795 (M), LSP 2795 (S)

Mancini has a good one going for him in the title tune from the flick (included here). Besides, he has a most attractive package of soft swing and lush sounds that carry the Italian mood of the film with can-can and chorals.



POP SPOTLIGHT
THE NEW SOUND FROM ENGLAND
Bobby Vee: Liberty LRP 3332 (M), LST 7252 (S)

This album contains the new British image of Bobby Vee. The lead is singing the Beatles sound through some of this set. The LP contains "I'll Make You Mine" (his current winner) along with other tracks, some are one of these, all: "She Loves You" (Support) and "From Me to You."



POP SPOTLIGHT
FROM RUSSIA WITH LOVE
Sound Track: United Artists UAL 4174 (M), UAS 5114 (S)

With some 11 pop singles already recorded in the theme from this flick, the presence of the album will certainly not be a secret for long. The movie soundtrack, plus, as play on the singles could make this album a healthy seller.



POP SPOTLIGHT
SONGS OF THE BIG CITY
Cynde McPhatter: Mercury MG 20902 (M), SR 40902 (S)

McPhatter sings songs of longing and meaning that are very much of adult convenience themes. Besides her current single, "Step in the Heart of Heaven" and "Second Window, Second Floor" he also sings such formidable tunes as "Spanish Harlem" and "Up on the Roof."



POP SPOTLIGHT
MORE SOUNDS OF WASH. INOTON SQUARE
The Village Stompers: Epic LP# 24090 (M), BN 24090 (S)

Livels, up-tempo fare it was the way through the Beatles approach by the Village Stompers has proved high speed with the "Mountain Greenery," "Goodbye Love," "See Me, See Me, See Me" and "Gotta Travel On."



COMEDY SPOTLIGHT
IT'S ALL IN HOW YOU LOOK AT IT
Dave Gardner: Capitol T 2055 (M), ST 2055 (S)

During his past two years, Gardner has become a best selling comedy artist. His sharp wit and Southern drawl has been recorded during a "Live" performance at Atlantic's Club, and he takes the listener through a parade on England's great train robbery, "Pearls," the Bible, smoking, and many other hilarious routines.



POP SPOTLIGHT
RODS N' RATFINKS
The Weirdest & Mr. Gasser: Capitol T 2057 (M), ST 2057 (S)

"Has Rod Hootenberry" by this mad group made the charts which would seem to indicate that wild rockin' and drag sound allied protogay with comedy. "Three Days in a Tub," "I'll Be a Star" and "Hey Rat Fink" are three of the better tracks.

POP SPOTLIGHT
BIG SOUNDS OF THE DRAG BOATS

Vorior Sounds: Capitol T 2049 (M), ST 2049 (S)

This is the third in the "Big Sounds" series on Capitol. Past albums, which hit the charts, were drag and sports car sound sets. This one deals with speed boating. It's a hot and cool long with appropriate explanation and commentary.



POP SPOTLIGHT
THE EXCITING YEARS

Diane Ray: Mercury MG 20903 (M), SR 40903 (S)

Diane Ray's biggest hit, "Please Don't Talk to the Girls and Her current contender "So Tied Up With Mary" should draw much attention to this set. In addition there are a number of other strong tracks from the teen singer, the best of them being "Just So Bobby Can See," with "Nappy Birthday Baby" a close contender.



POP SPOTLIGHT
ALWAYS IN MY HEART

Los Indios Tabaqueros: RCA Victor LP# 2912 (M), LSP 2912 (S)

Having made another singles score with "Always in My Heart," it's only natural Los Indios' second album should be listed after that click and cash in with it. This collection follows the Latin-style groove that established them with "Maria Elena" and it shows up as another winner.



CLASSICAL SPOTLIGHT
PROKOFIEFF: SYMPHONY-CONCERTO FOR CELLO AND ORCHESTRA

Sonnet Mays, Cello; Boston Symphony Orchestra (Mendelssohn): LSC 2703 (M), LSC 2703 (S)

One in a series of recordings by Eric Leinsdorf and the Boston Symphony of the major works of Sergei Prokofiev, "Elegy" by Faure, is also presented. Performances are brilliant.



CLASSICAL SPOTLIGHT
BRAMMS: HAYDN VARIATIONS; ACADEMIC FESTIVAL TRAGIC OVERTURE

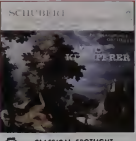
Philharmonia Orchestra (Krona): Angel S 36170 (S)

Despite heavy competition both on the number and name sales potential of all versions of these works, majestic readings by Sirpa are bound to win many a buyer. Nine versions of the "Academic" possible with Decca, RCA, and Nipper leading conductors. Nine versions of "Haydn" and 4 versions of "Tragic" available.



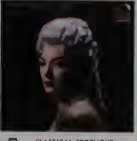
CLASSICAL SPOTLIGHT
BACH: ARIAS FROM ST. MATTHEW PASSION
Elisabeth Schwarzkopf, Christa Ludwig, Philharmonia Choir and Orchestra (Klemperer): Angel S 36163 (S)

The teaming here of the Elisabeth Schwarzkopf and Christa Ludwig, both stars of the Philharmonia Orchestra and choir could prove a potent force. Should stand up well against the dozen albums and sets already on the market.



CLASSICAL SPOTLIGHT
SCHUBERT: SYMPHONIES NO. 8 & NO. 5
Philharmonia Orchestra (Klemperer): Angel S 36164 (S)

Although there are many fine recordings of Schubert's "Unfinished Symphony," there is only one of his No. 5 in B flat major in which the work is as popular and performed superbly by Klemperer and the Philharmonia. There is commendable



CLASSICAL SPOTLIGHT
PORTRAIT OF MANON (2-12")
Various Artists: RCA Victor LP# 7028 (M), LSC 7028 (S)

This is an imaginative project that comes off in all departments. It's an in-depth portrait of Manon as seen through the compositions of Massenet ("Manon" the French "Manon Lescaut") Anna Moffet handles the Manon and the young couple's meeting. The album also gets some support from a group of fine featured singers.



LOW PRICE CLASSICAL SPOTLIGHT
BEETHOVEN: PIANO CONCERTO NO. 3
Gary Graffman, Chicago Symphony Orchestra (Mendelssohn): RCA Victor LP# 1059 (M), VCS 1059 (S)

A notable package in the classical low price field. Gary Graffman, young pianist, is classically keyboard artist. His technique is brilliant, pianistic.



LOW PRICE CLASSICAL SPOTLIGHT
PUCCINI: TOSCA (2-12")
Various Artists: RCA Victor LP# 4000 (M), VCS 4000 (S)

An outstanding cast featuring Zinka Milcova, Janet Sparling and Leonard Warren with the down Quire Hope Orchestra and Chorus under the baton of Erich Leinsdorf.